

# Huawei Visual Identity Guidelines

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(V 2.0)



## DOCUMENT DESCRIPTION

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Huawei is a leading brand in the ICT industry and its Visual Identity (VI) must be in keeping with Huawei's elevated brand image around the world; meet the growth, the demands, and the needs across all of its businesses. This Guidelines is an upgrade based on the 2006 "Huawei Visual Identity Guidelines" and replaces the 2006 document immediately upon issue.

### **Upgrades and Refinements**

#### **1. Visual Identity System**

The Corporate symbol continues to express Huawei brand's core concepts of focus, innovation, robustness, and harmony and the HUAWEI logotype has been optimized and modernized aligned with today's trends. The Huawei brand color (Huawei Red), secondary colors, supporting Graphic (Huawei Line), brand imagery and typography have also been upgraded based on the Visual Identity established in 2006; building an even stronger brand image with ease of use in mind.

#### **2. Application System**

Growing with today's broader audiences and ever-expanding needs-stationery, print, advertising, exhibitions, displays, as well as signage and wayfinding-the applications were carefully evaluated and refined with updated principles and new layouts, guidelines for co-branding are further defined, digital media such as website and social media are now included and a part of our VI.

### **Contact information**

Download the Huawei Visual Identity Guidelines and templates in W3, or search "Brand Management Department" for advice from relevant experts at Huawei's Brand Management Department.

### **Website of Brand Management System**

<http://w3.huawei.com/hsdms/?brand=1#!brand/common/home.html>

### **Statement for the use of the images in the Huawei Visual Identity Guidelines V2.0:**

All the images within the Huawei Visual Identity Guidelines V2.0 are for demonstration purposes only. They should not be used for any other purposes (including but not limited to printing, airbrushing, digital marking, PowerPoint presentations, exhibitions, etc.). If any department needs to use the images within the Guidelines, they must contact the image suppliers to gain copyright permissions or shoot their own photos.

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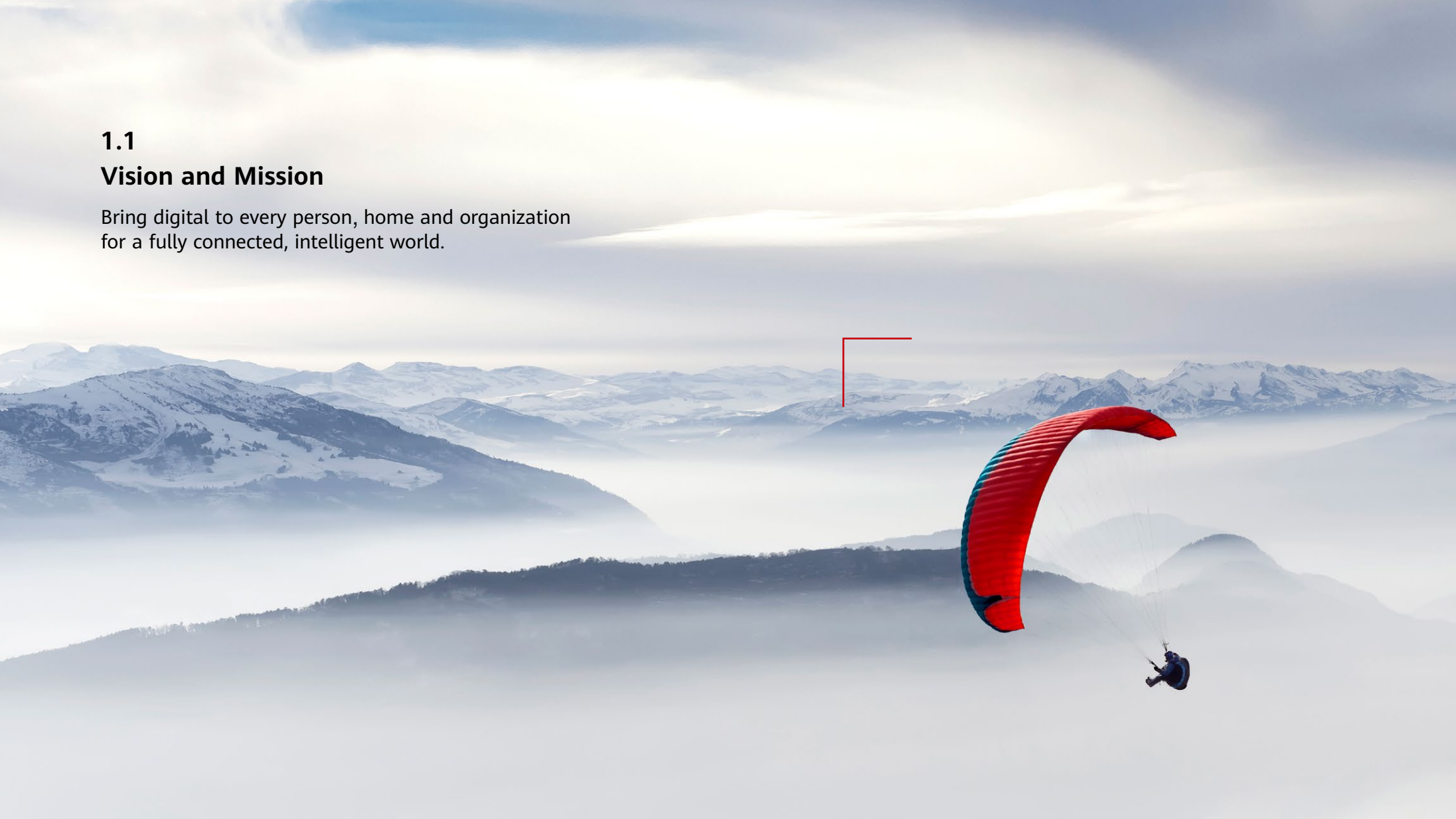
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## 1.1

### Vision and Mission

Bring digital to every person, home and organization for a fully connected, intelligent world.





# 1.2 Brand Attributes



**2.0**

Visual Identity System

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## 2.1

### Visual Identity System: Basic Element Overview

Huawei's Visual Identity System creates impact in a simple manner. The System consists of 6 elements: corporate logo, brand color, secondary graphic (Huawei Line), Huawei illustrations (please refer to section 2.2), corporate imagery style and corporate designated typography. All elements (except brand logo) are used in combination with the brand logo. The refined and upgraded VI system has a rigorous control of the use of red in the design in terms of size and proportion, such that red becomes an accent in the application.

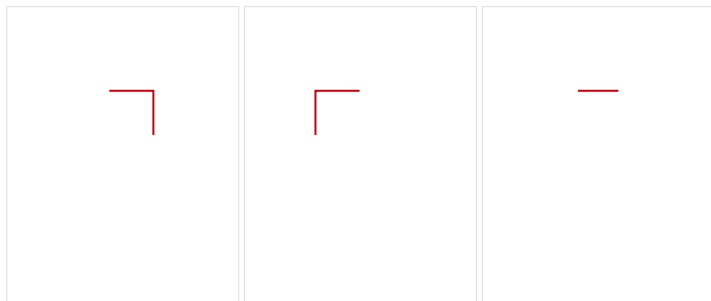
#### 1. Corporate Logo



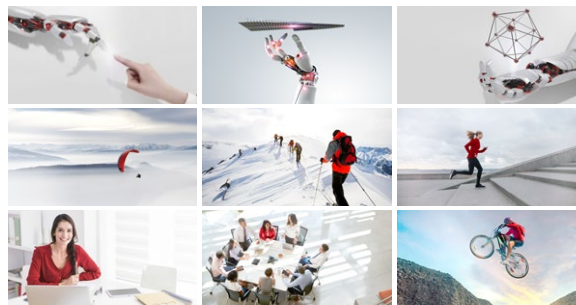
#### 2. Brand Colour



#### 3. Secondary Graphic (Huawei Line)



#### 4. Corporate Imagery Style



#### 5. Corporate Designated Font

FounderType LanTing Hei - Light  
 方正兰亭黑体系列为华为专用中文字体

FounderType LanTing Hei - Regular  
 方正兰亭黑体系列为华为专用中文字体

FounderType LanTing Hei - Bold  
 方正兰亭黑体系列为华为专用中文字体

Huawei Sans - Light  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Huawei Sans - Regular  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Huawei Sans - Bold  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

## 2.2 Huawei Illustration

### Huawei Cloud



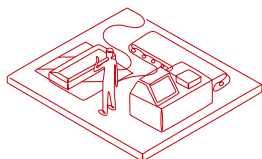
Artificial Intelligence



E-commerce



Gaming



Smart Manufacturing



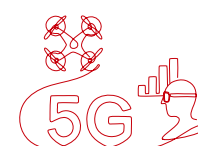
Big Video



SoftCOM AI

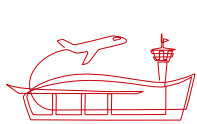


IoT

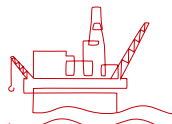


5G

### Enterprise Business



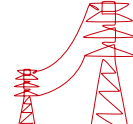
Airport



Offshore Drilling Platform



Pumping Units



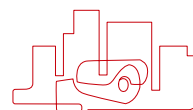
Transformer Substation



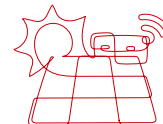
Office



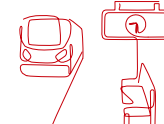
Conference Room



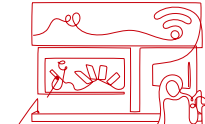
Public Safety



Solar Energy



Train Station



Shopping Mall

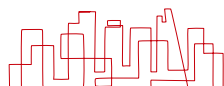
### General Use



Finance



Data Center



Smart City



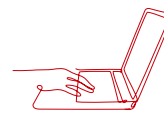
City and Streets



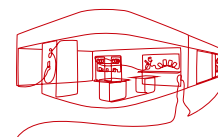
Smart Home Devices



PAD



Computers



Retail



Intelligent World

## 2.3

### Corporate Logo Rationale

The refined corporate logo retains its silhouette for its progressive and prosperous visual expression. It maintains the core values represented by the symbol, which are: focus, innovation, robustness, and harmony.

The new "HUAWEI" logotype is contemporary, streamlined and approachable. Each letterform has been thoughtfully refined with careful consideration in weight, structure, and tracking.

**Core Values:**

**Focus:** The corporate logo retains its original form with pedals converging at the base. This symbolizes our continued focus and strategy to bring value and meet the needs of customers.

**Innovation:** We continue to move forward and innovate to meet the needs of our customers. The optimized logo retains the agility, the progressive feel, and continues to be a vibrant and radiant symbol for Huawei. The new logotype is in keeping with the trend and can effectively meet all communication and business needs.

**Robustness:** Providing reliable products, services, and the ultimate customers' experience. The proportion between symbol and logotype was fine-tuned for a perfect balanced and stable impression.

**Harmony:** Create a harmonious business to business ecosystem and bring digital to every home, person, and organization. A balanced proportion between symbol and logotype was considered for the most optimal visual representation across all media.

Vertical corporate logo



Horizontal corporate logo



## 2.4 Logo Version

The logo version with gradient red is the official corporate identity of Huawei. It represents the Huawei brand and business, and must be used for all related business units in Huawei Technologies Co., Ltd.

To meet Consumer Business Group's needs in building a premium consumer brand, CBG is authorized to use only the HUAWEI logotype as a standalone logo, as well as a solid red symbol in approved scenarios. The flat red symbol and logotype only use are designed specifically for CBG and cannot to be used by other business groups. The gradient and the flat versions of the logo can never be used together.

For specifics, please refer to Huawei Consumer BGNT. No. [2018] 145: Requirements for switching the new Logo of the Consumer BG, <http://w3.huawei.com/info/cn/doc/viewDoc.do?did=9685693&cata=432653>

### Vertical and Horizontal Logo Lock-up Usage Principle

Both vertical and horizontal logo lock-ups are available for use. However, always use the vertical lock-up with gradient symbol unless space is limited or the logo is used for co-branding, small social media images, etc. Recreating or redesigning the corporate logo is strictly prohibited, it is required to use the official digital artwork from the Brand Management System for all versions of corporate logo. If you have any questions, contact experts in the Brand Management System.

### Download link for corporate logo digital artwork:

Brand Management System:  
<http://w3.huawei.com/hsdms/?brand=1#!brand/common/home.html>

Huawei Corporate Logo



Logo with Flat Tone Symbol (Authorized for CBG Use Only)



Logotype Only Logo (Authorized for CBG Use Only)



## 2.5

### Correct Logo Proportion on Grid

The proportion of the elements in the corporate logo is carefully crafted for perfection; altering any shape, color or proportional relationship is not allowed.

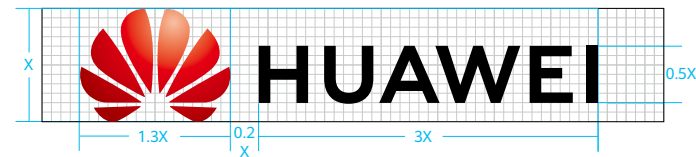
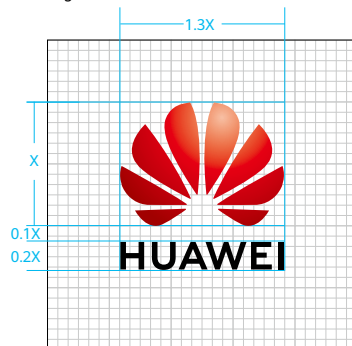
#### Proportion Principle

**Vertical Lock-up:** the height of symbol is defined as  $X$ , the width of corporate logo is  $1.3X$ , height of English logotype is  $0.2X$ , the space between logotype and symbol is  $0.1X$ .

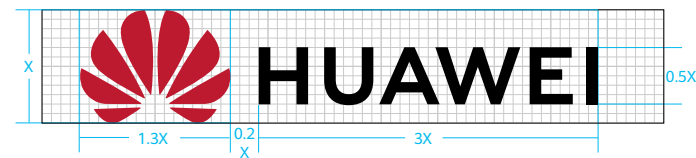
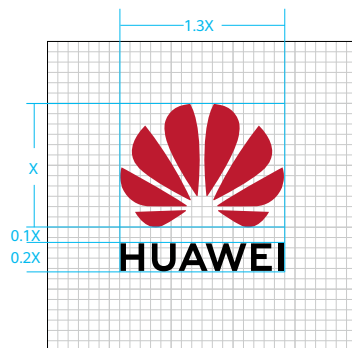
**Horizontal Lock-up:** the height of symbol is defined as  $X$ , the width of symbol is  $1.3X$ , width of English logotype is  $3X$  and height is  $0.5X$ , the space between logotype and symbol is  $0.2X$ .

For all versions of corporate logo, it is required to use the official digital artwork from the Brand Management System. Recreating or redesigning the corporate logo is strictly prohibited. If you have any questions, contact experts in the Brand Management System.

Huawei Corporate Logo



Logo with Flat Tone Symbol (Authorized for CBG Use Only)



## 2.6 Corporate Logo Minimum Size and Clear Space

The corporate logo is protected by a minimum clear space and ensure no other graphic elements appear in the clear space.

The minimum size is determined to ensure the logo is always legible and recognizable in all application.

### Minimum Clear Space Usage Principle

The height of symbol is defined as X, for both horizontal and vertical lock-up, the size of the minimum clear space is 0.35X.

### Minimum Size Usage Principle

The minimum printing size of the flat red symbol vertical lock-up is 8mm in width; minimum digital size is 50px.

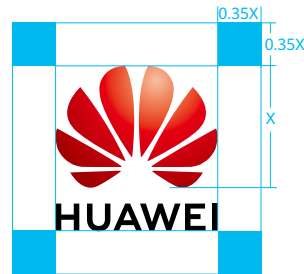
The minimum printing size of horizontal lock-up is 25mm in width; minimum digital size is 100px.

### Special Cases

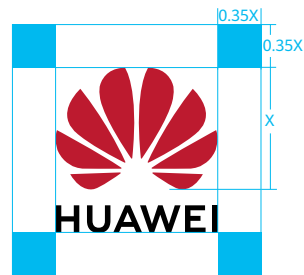
Please consult experts in Brand Management System if special treatment may be needed.

For all versions of corporate logo, it is required to use the official digital artwork from the Brand Management System. Recreating or redesigning the corporate logo is strictly prohibited. If you have any questions, contact experts in the Brand Management System.

Huawei Corporate Logo  
Minimum Clear Space



Logo with Flat Tone Symbol (Authorized for CBG Use Only)  
Minimum Clear Space



Minimum Printing Size  
and Minimum Digital Size



Minimum Printing Size  
and Minimum Digital Size





## 2.7 Logo Color

This page demonstrates the color set-up for the logo with gradient symbol, logo with flat color symbol, and single color black logo. Color mode includes CMYK, Pantone, RGB, and web safe color.

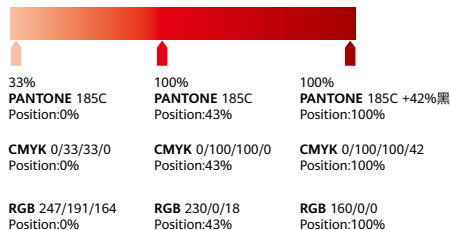
Corporate logo with gradient symbol is always the preferred version, monotone black and reversed white logos are provided for special cases. Please refer to Sections 2.8 to 2.11 for details on usage scenarios and guidelines,

For all versions of corporate logo, it is required to use the official digital artwork from the Brand Management System. Recreating or redesigning the corporate logo is strictly prohibited. If you have any questions, contact experts in the Brand Management System.



### Corporate Logo With Gradient Red Symbol

Symbol colour is filled gradient with three colours, please see below for specification.



PANTONE 185C	RGB 255/0/0
CMYK 0/100/100/0	HEX # FF0000
PANTONE 426C	RGB 35/24/21
CMYK 0/0/0/100	HEX # 000000



### Logo with Flat Tone Symbol

Authorized CBG Use Only.

PANTONE 186C	RGB 200/16/46
CMYK 27/100/86/0	HEX # CE0E2D
PANTONE 426C	RGB 35/24/21
CMYK 0/0/0/100	HEX # 000000



### Monotone Black Logo

PANTONE 426C	RGB 35/24/21
CMYK 0/0/0/100	HEX # 000000

## 2.8

### Monotone Black / Reversed White Corporate Logo

Corporate logo with gradient symbol is always the preferred version. The monotone black and reversed white logos are practical additions only; designed for specific scenarios and use.

#### Application Scope

All related business units in Huawei Technologies Co., Ltd.

#### Applicable Scenario

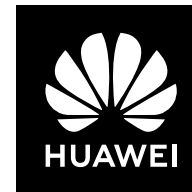
1. In cases where materials, production techniques, costs and so on do not allow the use of the gradient red symbol (e.g. fax sheet, packaged products, signage etc.)
2. In cases when gradient red symbol cannot achieve sufficient contrast against the background color and will result in poor or legibility or recognition; refer to Sections 2.9 and 2.11 for details
3. In cases of sports related sponsorship, or actual application requiring adaptation of the host or the partner's usage guidelines
4. Other scenarios; when unclear, contact experts of Brand Management System for enquiry

For all versions of corporate logo, it is required to use the official digital artwork from the Brand Management System. Recreating or redesigning the corporate logo is strictly prohibited. If you have any questions, contact experts in the Brand Management System.

Monotone Black Logo



Reversed White Logo



## 2.9 Corporate Logo Background Control

This section provides guidance on applying corporate logo on different values of colors, grayscale, secondary colors, and image backgrounds.

In cases where colors other than those listed in this Guidelines are required (e.g. festivals, government activities), please consult this color palette to evaluate the value of the related background, then determine if the gradient red logo, monotone black, or reversed white logo should be used.

### Single Grey Colour Background Control

White is always the preferred background for logo placement. Please use the gradient red logo when the value of the background color is lower than 40% or higher than 80%. Reversed white of "Huawei" logotype should be used when the background value is between 90% to 100%.

Use the monotone black logo or reversed white logo when the value of the background color is higher than 40% and lower than 80%; refer to Section 2.11 for detailed specifications.

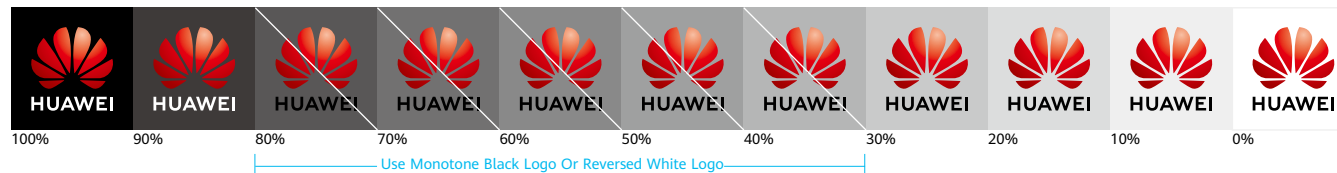
### Secondary Color Background Control

The rules illustrated on the right must be strictly follow for the correct use of the secondary colors as background. Please use monotone black logo or reversed white logo when the corporate logo is not clearly legible against the secondary colors; refer to 2.11 for detailed specifications.

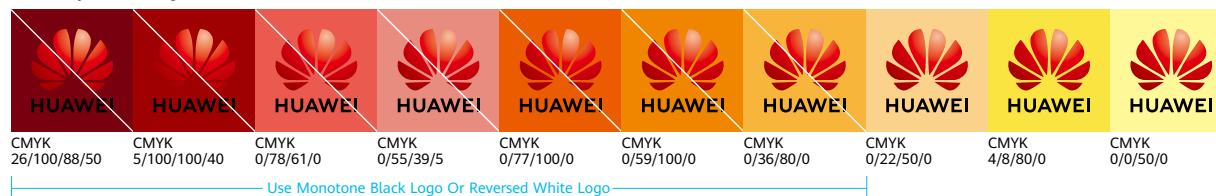
### Image Background Control

Please ensure there is sufficient color contrast between the background image and corporate logo when the logo is placed against an image. Avoid placing the corporate logo against a complex image to ensure legibility and presence of the logo. Use the reversed white "Huawei" logotype when placing against an image in the value range of 90%-100%.

### Single Grey Colour Background Control



### Secondary Color Background Control



### Image Background Control



## 2.10

### Flat Tone Red Logo Background Control (Authorized for CBG Use Only)

This section provides guidance on applying the flat corporate logo on different values of colors, grayscale, secondary colors, and image backgrounds.

In cases where colors other than those listed in this Guidelines are required (e.g. festivals, government activities), please consult this color palette to evaluate the value of the related background, then determine if the gradient red logo, monotone black, or reversed white logo should be used.

#### Single Grey Colour Background Control

White is always the preferred background for logo placement. Please use the gradient red logo when the value of the background color is lower than 40% or higher than 80%. Reversed white of "Huawei" logotype should be used when the background value is between 90% to 100%.

Please use the monotone black logo or reversed white logo when the value of the background color is higher than 40% and lower than 80%; refer to Section 2.11 for detailed specifications.

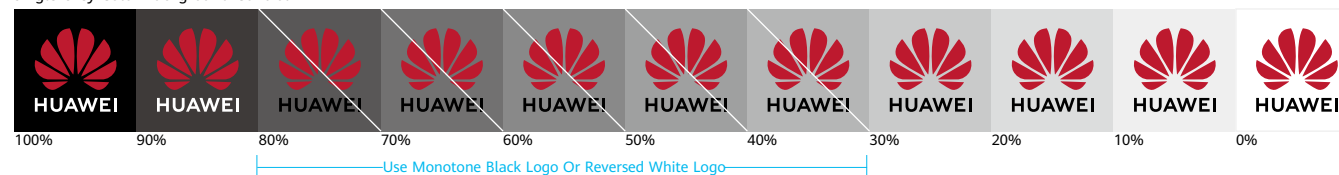
#### Secondary Color Background Control

The rules illustrated on the right must be strictly followed for the correct use of the secondary colors as background. Please use monotone black logo or reversed white logo when the corporate logo is not clearly legible against the secondary colors; refer to 2.11 for detailed specifications.

#### Image Background Control

Please ensure there is sufficient color contrast between the background image and corporate logo when the logo is placed against an image. Avoid placing the corporate logo against a complex image to ensure legibility and presence of the logo. Use the reversed white "Huawei" logotype when placing against an image in the value range of 90%-100%.

Single Grey Color Background Control



Secondary Color Background Control

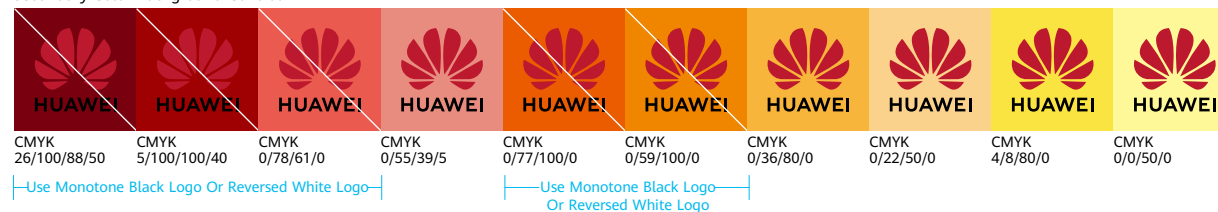


Image Background Control



## 2.11

### Monotone Black Logo and Reversed White Logo Background Control

This section provides guidance on applying the monotone black logo and reversed white logo on different values of colors, grayscale, secondary colors, and image backgrounds.

#### Single Grey Color Background Control

Use monotone black logo when the background value is lower than 60%, use reversed white logo when the background value is higher than 60%.

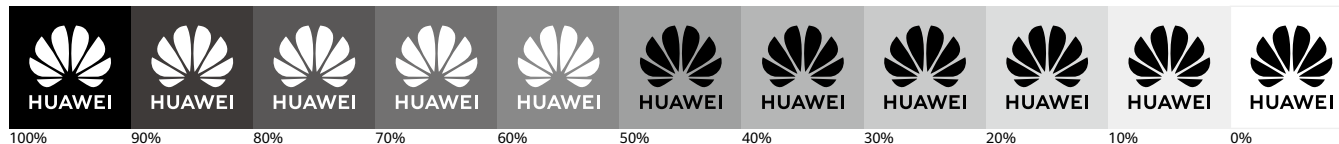
#### Secondary Color Background Control

The rules illustrated on the right demonstrate the correct values of secondary color background use, and must be strictly followed.

#### Image Background Control

Please ensure a sufficient color contrast between the background image and corporate logo. Avoid placing the logo against complex images to ensure legibility and presence of logo.

Single Grey Color Background Control



Secondary Color Background Control

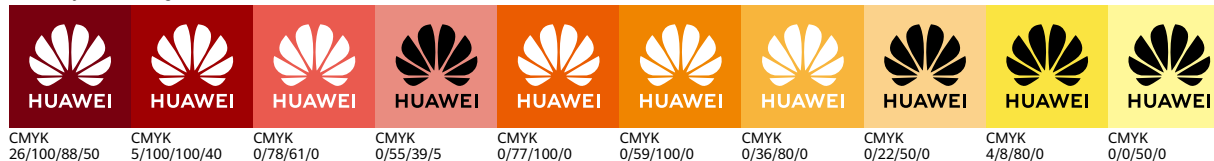


Image Background Control



## 2.12

### Incorrect Usage of Corporate Logo

The proportion of the elements in the corporate logo, colors and symbols are carefully crafted, no changes are allowed under any circumstances. For all versions of corporate logo, it is required to use the official digital artwork from the Brand Management System. Recreating or redesigning the corporate logo is strictly prohibited. If you have any questions, contact the experts in the Brand Management System.

- A. Never change the logo color(s)
- B. Never change the "Huawei" logotype
- C. Never use the symbol alone
- D. Never compress or stretch the shape of the logo
- E. Never change the position, proportion, or relationship between the symbol and the logotype
- F. Never add department, activity, or other business names to the corporate logo
- G. Never overuse the logo or use it as a decorative item
- H. Never place logo on business or products not related to Huawei (using corporate logo on non-Huawei business or products, e.g. garbage bin, tea bag, plates, etc.)
- I. Never place logo in any shapes or color blocks

A. Never change the logo color(s)



B. Never change the "Huawei" logotype



C. Never use the symbol alone



D. Never compress or stretch the shape of the logo



E. Never change the position, proportion, or relationship between the symbol and the logotype



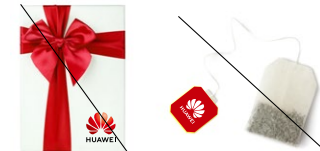
F. Never add department, activity, or other business names to the corporate logo



G. Never overuse the logo or use it as a decorative item



H. Never place logo on business or products not related to Huawei (using corporate logo on non-Huawei business or products, e.g. garbage bin, tea bag, plates, etc.)



I. Placing logo in any shapes or color blocks



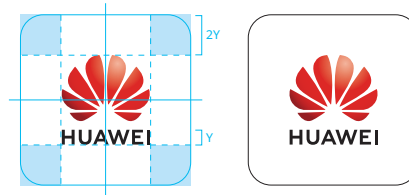
## 2.13

### Corporate Logo as Profile in Social Media

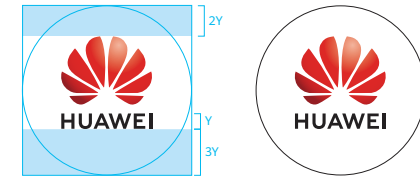
Areas for profile on social media are usually square or circle. The appropriate logo version for social media will be decided by the person in charge of social media content and publishing. To maintain a consistent profile across different platforms, strictly follow the proportions defined in this guideline.

For all versions of corporate logo, it is required to use the official digital artwork from the Brand Management System. Recreating or redesigning the corporate logo is strictly prohibited. If you have any questions, contact experts in the Brand Management System.

Huawei Corporate Logo

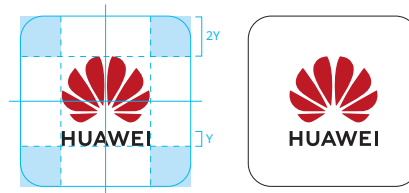


Square Version (e.g. Facebook)  
Proportion and clear space applicable to all square logo area.

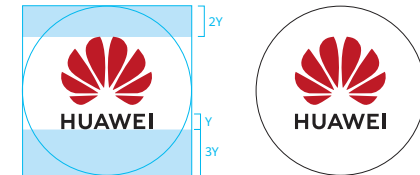


Round Version (e.g. Twitter)  
Ratio and clear space applicable to all square / rounded square logo area.

Logo with Flat Tone Symbol (Authorized for CBG Use Only)



Square Version (e.g. Facebook)  
Proportion and clear space applicable to all square logo area.



Round Version (e.g. Twitter)  
Ratio and clear space applicable to all square / rounded square logo area.

## 2.14

### Co-branding Logo Guidelines

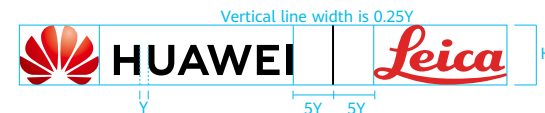
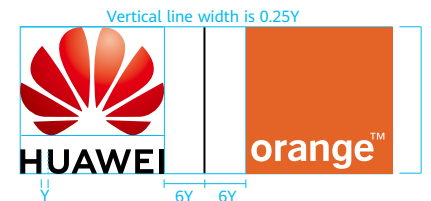
Co-branding refers to the situations where two or more brands from two different companies join together for a short term, long term association, or partnership. Visually, co-branding is expressed as a combination of several brand names or logos. For example, Huawei brand and China Mobile brand, Huawei brand and Porsche brand, and so on. However, Huawei's internal product names, department names, activity names, and so on, are not a co-branding partner with Huawei. Therefore, do not apply the guidelines on this page to those situations.

#### Co-brand Logo Specification

- When the partner logo is a vertical lock-up, use the vertical lock-up of the Huawei corporate logo. When partner logo is a horizontal lock-up, use horizontal lock-up of the Huawei corporate logo
- When Huawei is the organizer of an event or related activities, the Huawei corporate logo should be placed on the left side of the partner's logo. When the organizer is Huawei's partner or industry associations, the Huawei corporate logo should adhere to the respective guidelines of both parties or the agreement between the two parties. If the partner does not have clear guidelines, then place the partners' logo on the left of the Huawei corporate logo;
- The height of the partner's logo should be the same as the Huawei corporate logo
- In co-branding situations, and if allowed by partner and actual conditions, the preferred placement of the co-branding logo is on the lower right corner of the layout; consistent with the preferred placement of the Huawei corporate logo on the lower right corner in layouts as stated in this guideline
- The partner's logo and the Huawei corporate logo must be separated by a vertical line, the specific proportional relationship is shown in the examples here

#### Steps in Applying Co-branding

- If a partner requests to use Huawei corporate logo, and the related business unit of Huawei agrees to such request, the related business unit should obtain a letter of authorization from Huawei's legal department. If Huawei business unit requests to use a partner's corporate logo, the related business unit should obtain a letter of authorization from the partner
- One of the responsibilities of Corporate Marketing Department is to manage accurate and consistent use of the Huawei corporate logo. Huawei business unit, having obtained authorization from the legal department, can submit the relevant co-branding design document to Brand Management System for accuracy and consistency approval



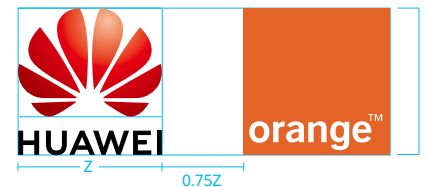


## 2.15

### Co-branding Logo Special Scenario Guidelines

Special co-branding scenario is created specifically for partnership with government agencies and certain partners. For example, backdrop for contract signing, PowerPoint files, etc. Other than #5 outlined in section 2.14 of this guideline, all other rules relating to co-branding still apply. The divider line is flexible in this case, can be included or removed.

The examples on this page are for demonstration purposes only. The approval process remains the same as outlined in section 2.14. If you have any questions, please contact experts in the Brand Management System.



## 2.16

### Logo Usage on Products

This section focuses on the guidelines for logo usage on products, including gradient red Huawei corporate logo, metallic logo with gloss and matte finish, metallic “Huawei” only logotype, and embossed logo. If you have any questions, please contact experts in the Brand Management System.

Detailed specifications of logo use on products can be found in Brand Management System by downloading “Huawei Product Identity Guidelines”, Brand Management System website: <http://w3.huawei.com/hsdms/?brand=1#!brand/common/home.html>

For all versions of corporate logo, it is required to use the official digital artwork from the Brand Management System. Recreating or redesigning the corporate logo is strictly prohibited. If you have any questions, contact experts in the Brand Management System.

Logo with Gradient Symbol (Authorized for Use Only on Product and Packaging Suitable to use Tonal Symbol)



HUAWEI



Metallic Logo with Gloss Finish (Authorized for Use Only on Designated Pre-approved Products)



HUAWEI



Metallic “Huawei” Logotype only (Authorized for Use Only on Designated Pre-approved CBG Products)

HUAWEI

Metallic Logo (Authorized for Use Only on Designated Pre-approved Products)



HUAWEI



Metallic Logo with Matt Finish (Authorized for Use Only on Designated Pre-approved Products)



HUAWEI



Embossed Logo (Authorized for Use Only on Designated Pre-approved Products)



HUAWEI



## 2.17

### Authorized CBG Logo Options

This section provides logo options for authorized Consumer Business Group (CBG) usage. It is applicable for CBG business use only.

#### Vertical and Horizontal Lock-up Application Principle

For authorized CBG logo, both horizontal and vertical lock-ups are available. The vertical lock-up is the preferred version, except in special cases such as limitation in background space, co-branding, etc.

For all versions of corporate logo, it is required to use the official digital artwork from the Brand Management System. Recreating or redesigning the corporate logo is strictly prohibited. If you have any questions, please contact experts in the Brand Management System.

#### Brand Color for Flat Red Logo

PANTONE 186C    RGB 200/16/46  
 CMYK 27/100/86/0    HEX # CE0E2D

PANTONE 426C    RGB 35/24/21  
 CMYK 0/0/0/100    HEX # 000000

Flat Tone Red Logo



Vertical Lock-up



Horizontal Lock-up



Logotype Only

Metallic Logo



Vertical Lock-up



Horizontal Lock-up



Logotype Only

Monotone Black Logo



Vertical Lock-up



Horizontal Lock-up



Logotype Only

Reversed White Logo



Vertical Lock-up



Horizontal Lock-up



Logotype Only

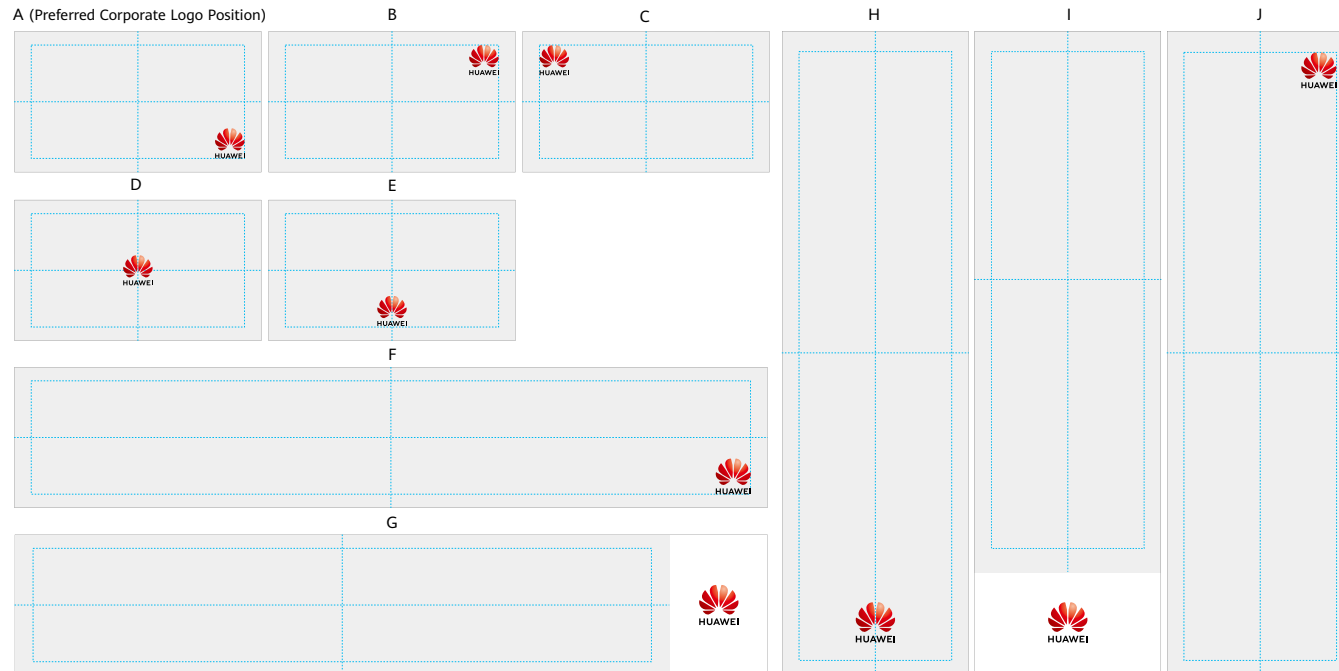
## 2.18

### Corporate Logo Placement Overview

Consistent placement of the corporate logo helps to build brand awareness and brand recognition, including in communications such as print, multimedia, outdoor ads, corporate reception, etc. This section lists the placement of the corporate logo in various touchpoints and applications such as stationery, advertising system, digital media system, exhibition and display system, print system, etc.

- A. Corporate logo on bottom right.** Bottom right corner is the preferred position of the corporate logo in the respective applications. For example, leaflets, brochures, tender document, publication in print system, and print advertising in advertising system.)
- B. Corporate logo on top right.** For example, spray painted backdrop at exhibition, outdoor landing advertising
- C. Corporate logo on top left.** For example, website, online advertising, social banner, EDM, demo in digital multimedia system)
- D. Corporate logo at center.** For example, logo animation in video, co-branding logo wall in exhibition)
- E. Corporate logo at bottom center.** For example, Power Point template for special case 1(such as launch, event speech, dark color version)
- F. Corporate logo on bottom right.** For example, horizontal advertising layout in extreme proportion
- G. Corporate logo at bottom center inside the white area.** For example, horizontal advertising column layout in extreme proportion
- H. Corporate logo on vertical center on bottom.** For example, vertical advertising layout in extreme proportion
- I. Corporate logo at center of white area.** For example, vertical advertising row layout in extreme proportion
- J. Corporate logo on top right.** For example, outdoor flag, pull up banner, etc.

Consult the experts of Brand Management System if you cannot determine the correct placement position of the logo when designing or producing any applications.



## 2.19

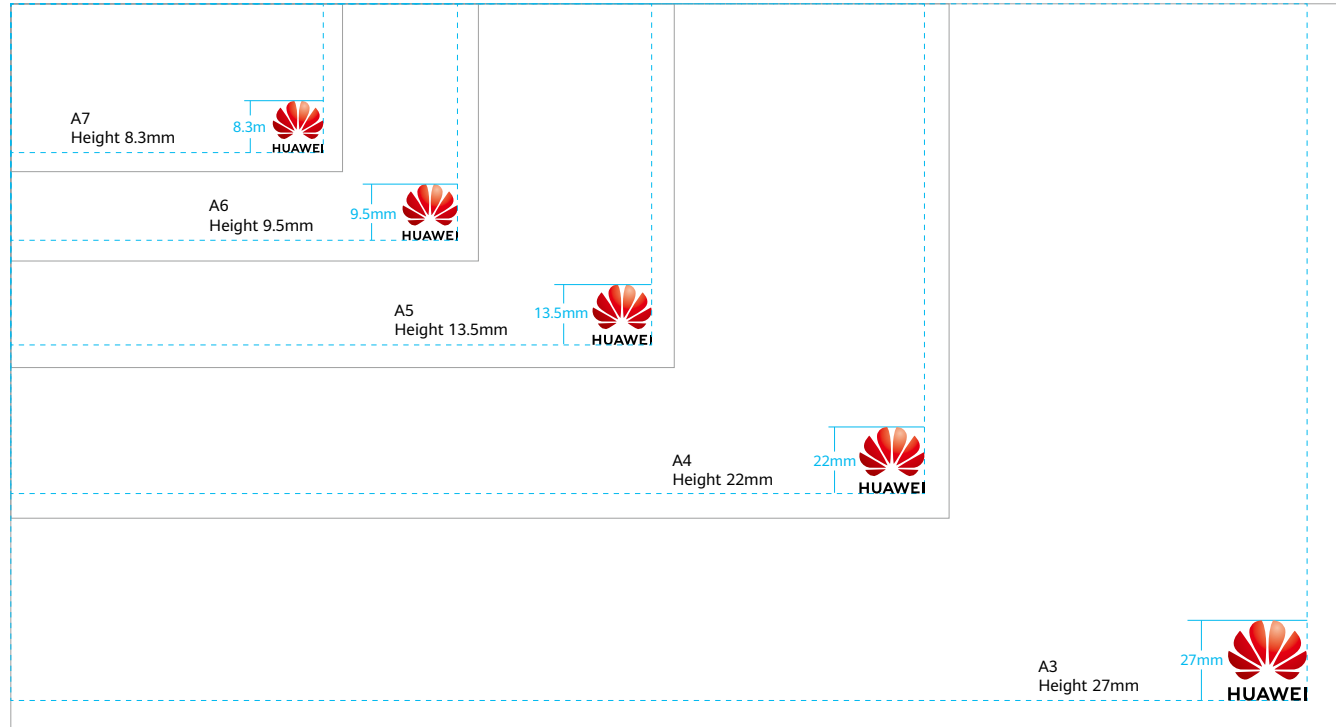
### Corporate Logo Present Size for Regular Layout

The sizes of the corporate logo are determined in a layout to build strong brand awareness and recognition and must be strictly followed. This section provides specifications for both vertical and horizontal lock-ups for standard document sizes.

Refer to table below for specification:

Layout Size	Corporate Logo Height (mm)	
A7	Vertical Lock-up 8.3	Horizontal Lock-up 5.5
A6	Vertical Lock-up 9.5	Horizontal Lock-up 7
A5	Vertical Lock-up 13.5	Horizontal Lock-up 10
A4	Vertical Lock-up 22	Horizontal Lock-up 14
A3	Vertical Lock-up 27	Horizontal Lock-up 20
A2	Vertical Lock-up 38	Horizontal Lock-up 28
A1	Vertical Lock-up 54	Horizontal Lock-up 40
Leaflet, two folded (200 X 100)	Vertical Lock-up 13	Horizontal Lock-up 8.5
Regular Poster 1 (500X700)	Vertical Lock-up 46	Horizontal Lock-up 33
Regular Poster 2 (570X840)	Vertical Lock-up 52	Horizontal Lock-up 38
Pull Up Banner (800X2000)	Vertical Lock-up 140	
Background board (5000X2500)	Vertical Lock-up 290	
Background board (8000X2500)	Vertical Lock-up 370	
Background board (12000X2500)	Vertical Lock-up 650	

Examples on the right does not include all possible needs, for detailed specifications please refer to this table above.



## 2.20

### Corporate Logo Size Calculation for Non-Regular Layout

For non-standard sized documents, the size of the corporate logo can be calculated with a formula to achieve consistency. The actual logo size will be based on the layout dimensions. Standard size documents use Length and Width Principle Formula while long horizontal or vertical layouts with extreme ratios use Shorter Side Principle Formula.

#### Length and Width Principle Formula

Applicable for standard horizontal and vertical layouts with corporate logo placed on any one corner.

- **Horizontal layout:** Width to height ratio less than 3
- **Vertical layout:** Height to width ratio less than 3

Corporate logo symbol height is : (Layout Width + Layout Height) ÷ 36, allowing 20% adjustment in size.

#### Height Principle Formula

For non-standard layouts with extreme ratios, the corporate logo can be placed on any of the 4 sides, and centered aligned.

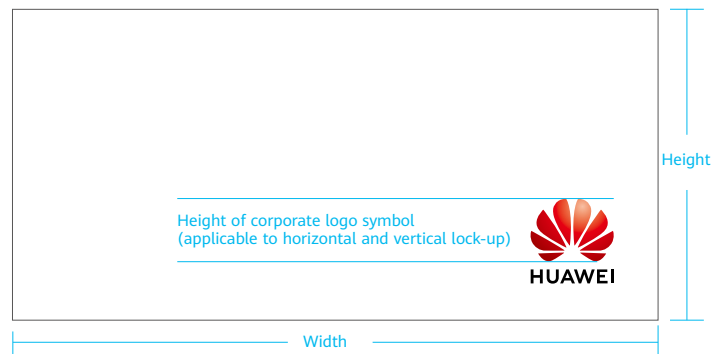
- **Horizontal layout:** width to height ratio more than 3
- **Vertical layout:** height to width ratio more than 3

Corporate logo symbol is 0.2Y (Y is defined by the shorter side of the layout), allowing 20% adjustment in size.

#### Length and Width Principle Formula:

Corporate logo symbol height is : (Layout Width + Layout Height) ÷ 36, allowing 20% adjustment in size.

#### Regular layout



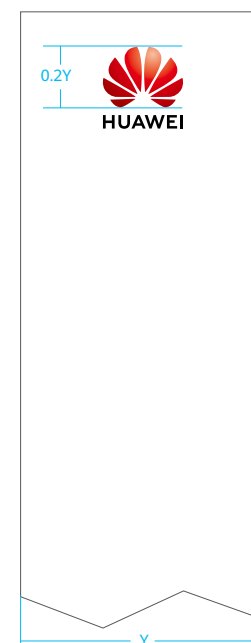
#### Height Principle Formula:

Corporate logo symbol is 0.2Y (Y is defined by the shorter side of the layout), allowing 20% adjustment in size.

#### Extreme Horizontal Non-Regular Layout



#### Extreme Vertical Non-Regular Layout



## 2.21

### Corporate Logo Margin Guidelines in Advertising and Printing System

Placement of the corporate logo in layouts must be strictly followed to ensure brand recognition in all communications.

#### Regular Layout

If the height of the symbol is defined as X, the space between the corporate logo and the edge is 0.5X-0.8X. When the layout size changes, X will change accordingly.

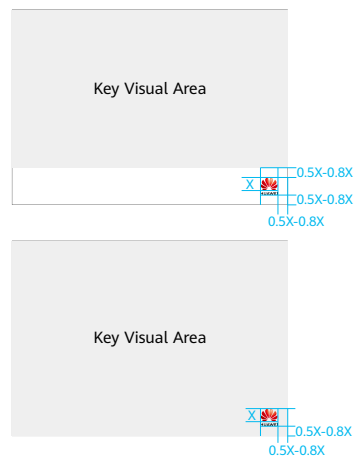
#### Extreme Ratio Layout

If the height of the symbol is defined as X, the space above or below the logo, or in the left or right side is X. The value of X will change as the page size changes.

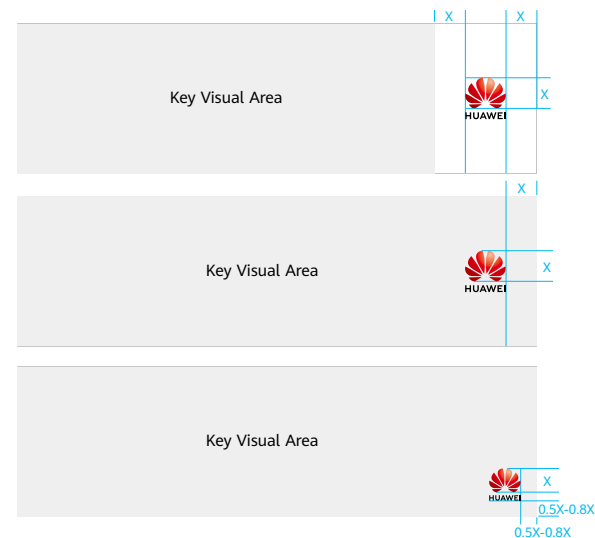
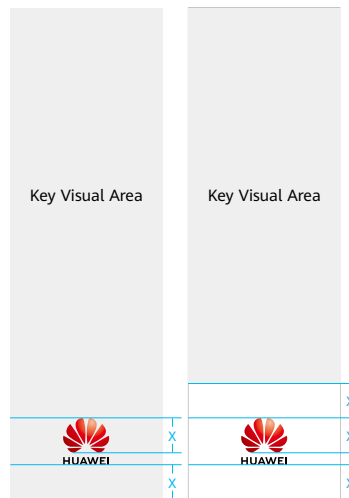
#### White Space Size Formula

Follow the formula of the advertising and print system to calculate the required white area. First determine the size of the corporate logo, then the space between the corporate logo and edges, and finally get the size of white space.

Regular Layout



Extreme Ratio Layout



## 2.22

### Application Examples: Corporate Logo Margin Guidelines in Advertising and Print System

Placement of the corporate logo in layouts must be strictly followed to ensure brand recognition in all communications. This section includes actual use cases demonstrating specified margin of the corporate logo in advertising and print system.

**Regular Layout**

In A4 layouts, the space between the corporate logo and edge is 10mm.

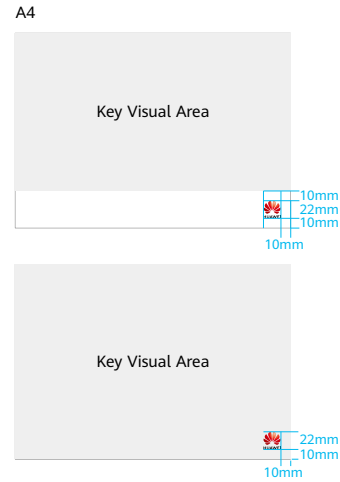
**Extreme Vertical Layout**

In the example of 1000x3200mm advertising, the space between the corporate logo and edge of the piece is 227mm.

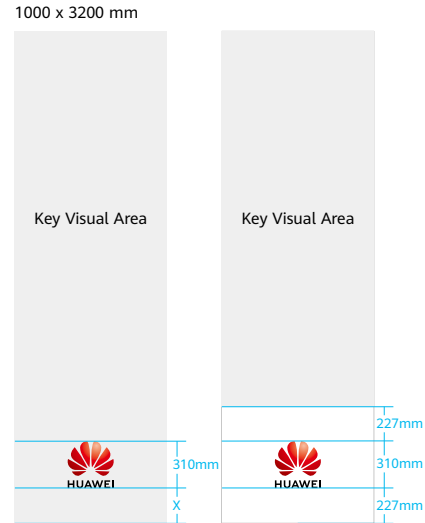
**Extreme Horizontal Layout**

In the case of 1000x3200mm, the space between the corporate logo and the edge of the piece is 227mm and 85mm.

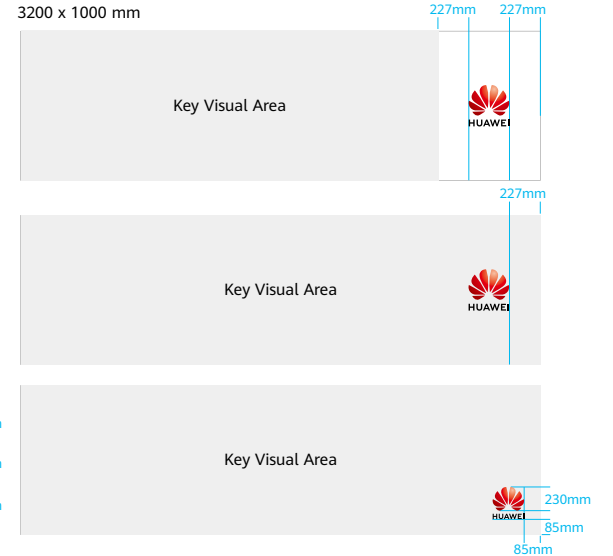
Regular Layout



Extreme Vertical Layout



Extreme Horizontal Layout





## 2.23

### Corporate Color (Huawei Red)

Huawei Red (PMS 185C) is selected to build a unique brand image, it is applicable in all visual communications and touchpoints. Huawei Red inherits the red in Huawei's brand equity. It expresses the passion and the dedication of Huawei and evolved to meet the needs of the company's growth.

#### Usage Guide

Compared to the *2006 Huawei Visual Identity Guidelines*, the updated color is streamlined and easy to use. It is not recommended to use as a large color fill but as an accent or highlight. Strictly follow the proportion rules outlined in this guideline.

Huawei Red can be used in headlines and in the Huawei Line to create an emphasis. Please refer to the application design sections in this guidelines for actual use cases.

#### Application Scope

Huawei Red is applicable to all touchpoints in corporate branding, products, communication, etc. All Huawei Technologies Co., Ltd's business units, including CBG, can use Huawei Red.

Pantone 186C is authorized for CBG usage only.

#### Huawei Red



PANTONE 185C  
CMYK 0/100/100/20  
RGB 199/0/11  
HEX # C7000B

#### Authorized For CBG Use Only



PANTONE 186C  
CMYK 27/100/86/0  
RGB 200/16/46  
HEX # CE0E2D

## 2.24

### Corporate Secondary Colors

Huawei Red (PMS 185C) is selected to build a unique brand image, it is applicable in all visual communications and touchpoints. Huawei Red inherits the red in Huawei's brand equity. It expresses the passion and the dedication of Huawei and evolved to meet the needs of the company's growth.

The secondary colors in the *2006 Huawei Visual Identity Guidelines* have been updated to meet the current practical requirements in applications. The cool colors have been reduced while a selective range of warm colors have been identified to express passion, dedication. This update unifies Huawei's brand image. At the same time, this helps make the perception of the brand more approachable and differentiate the brand image from those of competitors.

There are 2 main categories of corporate secondary colors: full color range and greyscale colors. Priority is given to Huawei Red and the secondary colors are used in combination with Huawei Red as supporting colors only.

#### Application Scope

1. Applicable in stationary system, print system, digital multimedia system, exhibition and display system, etc., where colors are used to communicate different functions or categories in touchpoints, such as graph or chart design, digital interactive modeling design, etc.
2. In designated themed scenarios. For example, environment protection, Christmas, New Year, etc.

#### Recommended Color for Copy

**Black:** CMYK 0/0/0/100, RGB 35/24/21

**Dark Grey:** CMYK 0/0/0/80, RGB 89/87/87

#### Secondary Colors

<p>Rose</p> <p>PANTONE 7636 CMYK 15/100/43/9 RGB 196/0/84 HEX # C40054</p>	<p>Burgundy</p> <p>PANTONE 483 C CMYK 20/100/100/50 RGB 127/0/1 HEX # 7F0001</p>	<p>Orange</p> <p>PANTONE 165 C CMYK 0/70/100/0 RGB 237/109/0 HEX # ED6D00</p>	<p>Yellow</p> <p>PANTONE 7406 C CMYK 0/25/100/0 RGB 252/200/0 HEX # FCC800</p>	<p>Green</p> <p>PANTONE 3501 C CMYK 64/4/100/0 RGB 98/178/48 HEX # 62B230</p>	<p>Blue</p> <p>PANTONE 2227 C CMYK 68/0/22/5 RGB 48/181/197 HEX # 30B5C5</p>
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#### Monotone Greyscale Secondary Colors

<p>Black</p> <p>PANTONE Black 6 C CMYK 0/0/0/100 RGB 35/24/21 HEX # 231815</p>	<p>Dark Grey</p> <p>PANTONE Cool Gray 11 C CMYK 0/0/0/80 RGB 89/87/87 HEX # 595757</p>	<p>Grey</p> <p>PANTONE Cool Gray 9 C CMYK 0/0/0/50 RGB 159/160/160 HEX # 9FA0A0</p>	<p>Light Grey</p> <p>PANTONE Cool Gray 2 C CMYK 0/0/0/20 RGB 221/221/221 HEX # DCDDDD</p>	<p>White</p> <p>CMYK 0/0/0/0 RGB 255/255/255 HEX # FFFFFFFF</p>
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## 2.25

### Corporate Color Value, Saturation Extension

Huawei Red (PMS 185C) is selected to build a unique brand image, it is applicable in all visual communications and touchpoints. Huawei Red inherits the red in Huawei's brand equity. It expresses the passion and the dedication of Huawei and evolved to meet the needs of the company's growth.

In order to cater to the complexity and range of applications, corporate colors and corporate secondary colors can be extended to a range of different brightness and saturation. The chart on the right identifies the approved range, including 80%, 50% and 30% value and saturation. The values and saturation can be adjusted depending on the actual need, and number of colors used from the palette can increase or decreased as well.

#### Application Scope

Applicable in touchpoints where colors are used to communicate different functions or categories such as graphs and charts, digital interactive modeling design, etc.

The expanded values and saturations must be used in combination with Huawei Red and cannot be used independently. Refer to the color specification in Section 2.26 – 2.30 for specific usage guidelines.

Corporate color

<p>Huawei Red</p> <p>PANTONE 185C CMYK 0/100/100/20 RGB 199/0/11 HEX # C7000B</p>	<p>Authorized For CBG Use Only</p> <p>PANTONE 186C CMYK 27/100/86/0 RGB 200/16/46 HEX # CE0E2D</p>
80% Value and Saturation	80% Value and Saturation
50% Value and Saturation	50% Value and Saturation
30% Value and Saturation	30% Value and Saturation

Corporate secondary colors

<p>Rose</p> <p>PANTONE 7636 CMYK 15/100/43/9 RGB 196/0/84 HEX # C40054</p>	<p>Burgundy</p> <p>PANTONE 483 C CMYK 20/100/100/50 RGB 127/0/1 HEX # 7F0001</p>	<p>Orange</p> <p>PANTONE 165 C CMYK 0/70/100/0 RGB 237/109/0 HEX # ED6D00</p>	<p>Yellow</p> <p>PANTONE 7406 C CMYK 0/25/100/0 RGB 252/200/0 HEX # FCC800</p>	<p>Green</p> <p>PANTONE 3501 C CMYK 64/4/100/0 RGB 98/178/48 HEX # 62B230</p>	<p>Blue</p> <p>PANTONE 2227 C CMYK 68/0/22/5 RGB 48/181/197 HEX # 30B5C5</p>
80% Value and Saturation	80% Value and Saturation	80% Value and Saturation	50% Value and Saturation	80% Value and Saturation	80% Value and Saturation
50% Value and Saturation	50% Value and Saturation	50% Value and Saturation	50% Value and Saturation	50% Value and Saturation	50% Value and Saturation
30% Value and Saturation	30% Value and Saturation	30% Value and Saturation	30% Value and Saturation	30% Value and Saturation	30% Value and Saturation

Primary colors

Extension colors

## 2.26

### Corporate Color Usage Priority Principles

The usage of corporate colors are prioritized in 3 levels:

#### Priority 1

Priority 1 is the corporate color (Huawei Red). It is applicable in all communications and touch points. For example, stationery system, print system, digital multimedia system, exhibition and display system, signage, wayfinding system, and etc. Huawei Red is used to put emphasis on areas like headline copy and Huawei line. Refer to the specific applications design in this guideline for related use cases.

#### Priority 2

Priority 2 is the warm colors in the corporate secondary color palette. They are applicable in print system, digital multimedia, exhibition, display system, etc., The secondary colors are used when different functions or categories are required to be conveyed in different colors, such as graph and chart design, digital interactive modeling design, or in designated themed scenarios.

#### Priority 3

Priority 3 is the cool colors in the corporate secondary colors. These colors are supplement to the Priority 2 colors. They are applicable in situations where the choices in Priority 2 colors are not enough (e.g. when the warm and grey colors cannot suffice); or when the application requires the use of cool colors such as digital multimedia or designated themed activities.

Strictly follow the priorities use set for corporate colors in all design and production. Refer to Section 2.27 Corporate Color Combination Principle for color combination recommendations. If you have any questions, contact experts in the Brand Management System.

#### Top priority: Corporate color (Huawei Red)

Huawei Red  PANTONE 185C CMYK 0/100/100/20 RGB 199/0/11 HEX # C70008	Authorized for CBG Use Only  PANTONE 186C CMYK 27/100/86/0 RGB 200/16/46 HEX # CE0E2D
---	---

#### Second priority: Corporate Secondary Color – Warm Colors

Rose  PANTONE 7636 CMYK 15/100/43/9 RGB 196/0/84 HEX # C40054	Burgundy  PANTONE 483 C CMYK 20/100/100/50 RGB 127/0/1 HEX # 7F0001	Orange  PANTONE 165 C CMYK 0/70/100/0 RGB 237/109/0 HEX # ED6D00	Yellow  PANTONE 7406 C CMYK 0/25/100/0 RGB 252/200/0 HEX # FCC800
80% Value and Saturation	80% Value and Saturation	80% Value and Saturation	80% Value and Saturation
50% Value and Saturation	50% Value and Saturation	50% Value and Saturation	50% Value and Saturation
30% Value and Saturation	30% Value and Saturation	30% Value and Saturation	30% Value and Saturation

#### Monotone Greyscale Secondary Colors

Black  PANTONE Black 6 C CMYK 0/0/0/100 RGB 35/24/21 HEX # 231815	Dark Grey  PANTONE Cool Gray 11 C CMYK 0/0/0/80 RGB 89/87/87 HEX # 595757	Grey  PANTONE Cool Gray 9 C CMYK 0/0/0/50 RGB 159/160/160 HEX # 9FA0A0	Light Grey  PANTONE Cool Gray 2 C CMYK 0/0/0/20 RGB 221/221/221 HEX # DCDDDD	White  CMYK 0/0/0/0 RGB 255/255/255 HEX # FFFFFFFF
--	--	---	---	--

#### Third priority: Corporate Secondary Color – Cool Colors

Green  PANTONE 3501 C CMYK 64/4/100/0 RGB 98/178/48 HEX # 62B230	Blue  PANTONE 2227 C CMYK 68/0/22/5 RGB 48/181/197 HEX # 30B5C5
80% Value and Saturation	80% Value and Saturation
50% Value and Saturation	50% Value and Saturation
30% Value and Saturation	30% Value and Saturation

## 2.27

### Corporate Color Combination Principles

There are 3 combinations:

#### Color combination 1 (Priority 1 in Usage)

Huawei Red is a must, greys are optional, the number of colors used can be determined based on the need of the design. The corporate color cannot be used as a large area color fill and the ratio between corporate and secondary colors are strictly set, approximately 1:9, with 10% flexibility based on actual need.

#### Color combination 2 (Priority 2 in Usage)

Huawei Red is a must, warm colors and greys are optional, the number of colors used can be determined based on the need of the design. In order to accommodate the range of design and content needs, There is no set proportion rule for corporate and secondary color use.

#### Color combination 3 (Priority 3 in Usage)

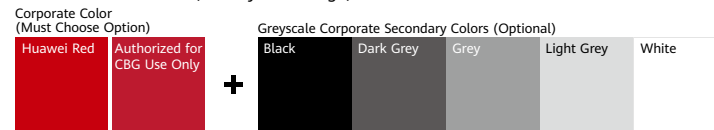
Huawei Red is a must, cool colors, warm colors, and greys are optional, the number of colors used can be determined based on the need of the design. In order to accommodate the range of design and content needs, There is no set proportion rule for corporate and secondary color use.

#### Note on Special Cases

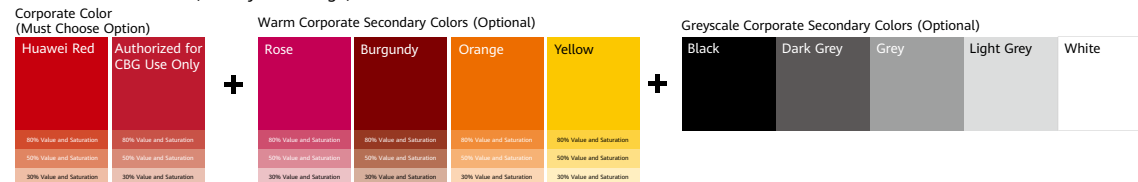
One color can be used in theme or topic specific applications. For example, blue or green for environment protection; , rose for Valentine's Day, etc.

Strictly follow the priorities set for corporate color usage in the all design and production. If you have any questions, contact experts in the Brand Management System.

#### Color Combination 1 (Priority 1 in Usage)



#### Color Combination 2 (Priority 2 in Usage)



#### Color Combination 3 (Priority 3 in Usage)



## 2.28

### Application Examples: Corporate Color Combination 1

#### Corporate Color (Huawei Red)

Huawei Red <b>PANTONE 185C</b> <b>CMYK 0/100/100/20</b> <b>RGB 199/0/11</b> <b>HEX # C7000B</b>	Authorized for CBG Use Only <b>PANTONE 186C</b> <b>CMYK 27/100/86/0</b> <b>RGB 200/16/46</b> <b>HEX # CE0E2D</b>
---	---

#### Greyscale Corporate Secondary Colors

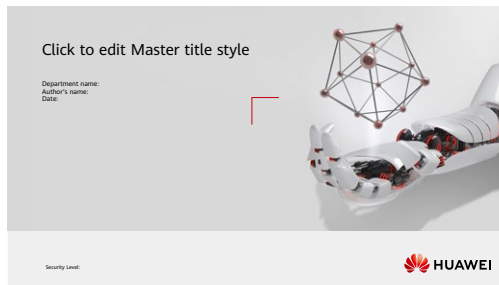
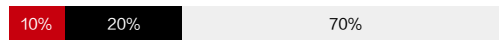
Black <b>PANTONE Black 6 C</b> <b>CMYK 0/0/0/100</b> <b>RGB 35/24/21</b> <b>HEX # 231815</b>	Dark grey <b>PANTONE Cool Gray 11 C</b> <b>CMYK 0/0/0/80</b> <b>RGB 89/87/87</b> <b>HEX # 595757</b>	Grey <b>PANTONE Cool Gray 9 C</b> <b>CMYK 0/0/0/50</b> <b>RGB 159/160/160</b> <b>HEX # 9FA0A0</b>	Light grey <b>PANTONE Cool Gray 2 C</b> <b>CMYK 0/0/0/20</b> <b>RGB 221/221/221</b> <b>HEX # DCDddd</b>	White <b>CMYK 0/0/0/0</b> <b>RGB 255/255/255</b> <b>HEX # FFFFFFFF</b>
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#### Proportion of the Corporate Color and Greyscale

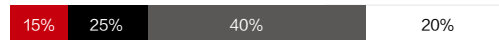


(Proportion can be finetuned within 10%)

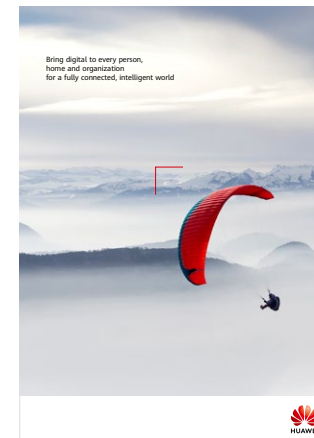
#### Proportion in Example 1:



#### Proportion in Example 3:



#### Proportion in Example 2:



#### Proportion in Example 4:



## 2.29

### Application Examples: Corporate Color Combination 2

#### Corporate Color (Huawei Red)

<p>Huawei Red</p> <p>PANTONE 185C CMYK 0/100/100/20 RGB 199/0/11 HEX # C7000B</p>	<p>Authorized for CBG Use Only</p> <p>PANTONE 186C CMYK 27/100/86/0 RGB 200/16/46 HEX # CE0E2D</p>
---	--

#### Warm Corporate Secondary Colors

<p>Rose</p> <p>PANTONE 7636 CMYK 15/100/43/9 RGB 196/0/84 HEX # C40054</p> <p>80% Value and Saturation</p> <p>50% Value and Saturation</p> <p>30% Value and Saturation</p>	<p>Burgundy</p> <p>PANTONE 483 C CMYK 20/100/100/50 RGB 127/0/1 HEX # 7F0001</p> <p>80% Value and Saturation</p> <p>50% Value and Saturation</p> <p>30% Value and Saturation</p>	<p>Orange</p> <p>PANTONE 165 C CMYK 0/70/100/0 RGB 237/109/0 HEX # ED6D00</p> <p>80% Value and Saturation</p> <p>50% Value and Saturation</p> <p>30% Value and Saturation</p>	<p>Yellow</p> <p>PANTONE 7406 C CMYK 0/25/100/0 RGB 252/200/0 HEX # FCCB00</p> <p>80% Value and Saturation</p> <p>50% Value and Saturation</p> <p>30% Value and Saturation</p>
--	--	---	--

#### Greyscale Corporate Secondary Colors

<p>Black</p> <p>PANTONE Black 6 C CMYK 0/0/0/100 RGB 35/24/21 HEX # 231815</p>	<p>Dark grey</p> <p>PANTONE Cool Gray 11 C CMYK 0/0/0/80 RGB 89/87/87 HEX # 595757</p>	<p>Grey</p> <p>PANTONE Cool Gray 9 C CMYK 0/0/0/50 RGB 159/160/160 HEX # 9FADA0</p>	<p>Light grey</p> <p>PANTONE Cool Gray 2 C CMYK 0/0/0/20 RGB 221/221/221 HEX # DCDDDD</p>	<p>White</p> <p>CMYK 0/0/0/0 RGB 255/255/255 HEX # FFFFFFFF</p>
--	--	---	---	---

#### Proportion of the corporate color and warm corporate secondary colors, cool corporate secondary colors:

Since the actual data range can vary for data and charts, no set proportion is given for color combination. Instead, please follow the usage priority in terms of proportion: greyscale corporate secondary colors > corporate color (Huawei Red) > warm corporate secondary colors.

#### Proportion in Example 1:

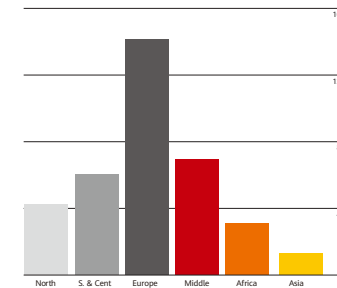
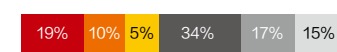


The content of this form is a simulation of the color combination application.

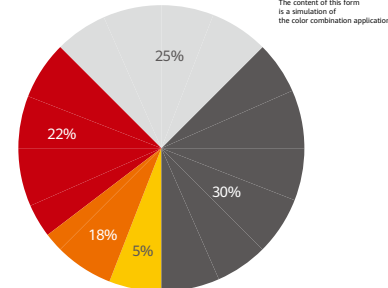
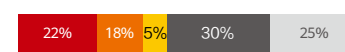
The content of this form is a simulation of the color combination application. 2017 2018 2019



#### Proportion in Example 2:



#### Proportion in Example 3:



## 2.30

### Application Examples: Corporate Color Combination 3

#### Corporate Color (Huawei Red)

<p>Huawei Red</p> <p>PANTONE 185C CMYK 0/100/100/20 RGB 199/0/11 HEX # C70008</p>	<p>Authorized for CBG Use Only</p> <p>PANTONE 185C CMYK 27/100/86/0 RGB 200/16/46 HEX # CE0E2D</p>
---	--

#### Warm Corporate Secondary Colors

<p>Rose</p> <p>PANTONE 7636 CMYK 15/100/43/9 RGB 196/0/84 HEX # C40054</p>	<p>Burgundy</p> <p>PANTONE 483 C CMYK 20/100/100/50 RGB 127/0/1 HEX # 7F0001</p>	<p>Orange</p> <p>PANTONE 165 C CMYK 0/70/100/0 RGB 237/109/0 HEX # ED6D00</p>	<p>Yellow</p> <p>PANTONE 7405 C CMYK 0/25/100/0 RGB 252/200/0 HEX # FCC800</p>
80% Value and Saturation	80% Value and Saturation	80% Value and Saturation	80% Value and Saturation
50% Value and Saturation	50% Value and Saturation	50% Value and Saturation	50% Value and Saturation
30% Value and Saturation	30% Value and Saturation	30% Value and Saturation	30% Value and Saturation

#### Cool Corporate Secondary Colors

<p>绿色</p> <p>PANTONE 3501 C CMYK 84/4/100/0 RGB 98/178/48 HEX # 62B230</p>	<p>蓝色</p> <p>PANTONE 2227 C CMYK 68/0/22/5 RGB 48/181/197 HEX # 30B5C5</p>
80% Value and Saturation	80% Value and Saturation
50% Value and Saturation	50% Value and Saturation
30% Value and Saturation	30% Value and Saturation

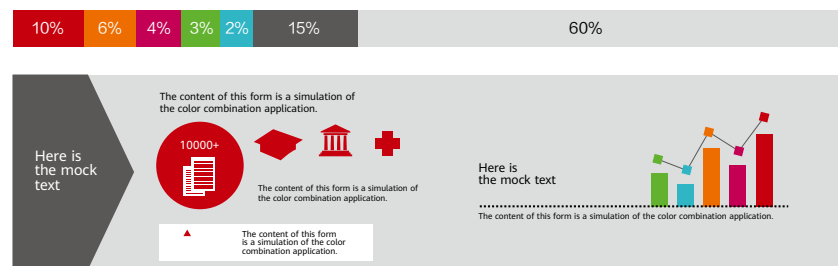
#### Greyscale Corporate Secondary Colors

<p>Black</p> <p>PANTONE Black 6 C CMYK 0/0/0/100 RGB 35/24/21 HEX # 231815</p>	<p>Dark grey</p> <p>PANTONE Cool Gray 11 C CMYK 0/0/0/80 RGB 89/87/87 HEX # 595757</p>	<p>Grey</p> <p>PANTONE Cool Gray 9 C CMYK 0/0/0/50 RGB 159/160/160 HEX # 9FADA0</p>	<p>Light grey</p> <p>PANTONE Cool Gray 2 C CMYK 0/0/0/20 RGB 221/221/221 HEX # DCDDDD</p>	<p>White</p> <p>CMYK 0/0/0/0 RGB 255/255/255 HEX # FFFFFFFF</p>
--	--	---	---	---

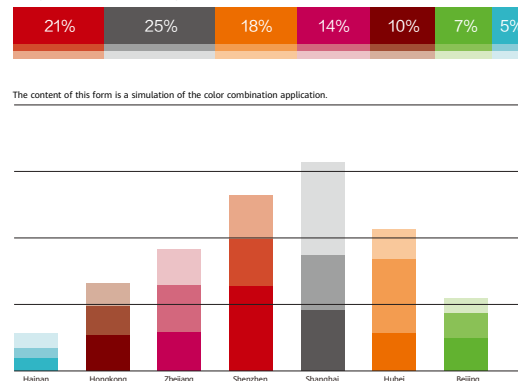
#### Proportion of the corporate color and warm corporate secondary colors, cool corporate secondary colors, greyscale corporate secondary colors:

Since the actual data range can vary for data and charts, no set proportion is given for color combination. Instead, please follow the usage priority in terms of proportion: greyscale corporate secondary colors > corporate color (Huawei Red) > warm corporate secondary colors > cool corporate secondary colors

#### Proportion in Example 1:



#### Proportion in Example 2:





## 2.31

### Secondary Graphic (Huawei Line) Overview

#### Secondary Graphic (Huawei Line) Concept Rationale

The proprietary name for the Huawei secondary graphic is "Huawei Line". Huawei Line is expressed in the form of a single red line with red representing Huawei's passion and dedication, and the line itself symbolizing connectivity, the feature of Huawei's business. Huawei Line is designed to be simple, easy to use, and agility, and can be applied in different scenarios and serves as an accent to communicate Huawei's brand vision.

#### Usage Guidelines on Huawei Line

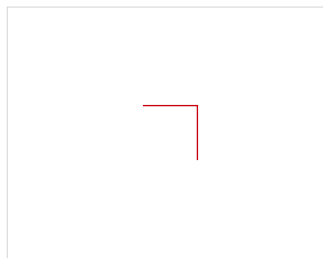
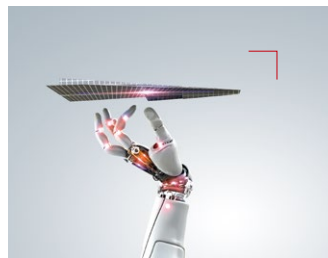
1. Designer can select either Huawei Line A or B depending on the application and communication need; refer to Sections 2.32-2.39 in this guideline for detailed specifications
2. Huawei Line A or B are required in the advertising, print, multimedia and digital systems. Huawei Line A is the preferred option and one series of campaign must used the same type of Huawei line (A or B) to maintain visual consistency
3. Huawei Line is not required in some specified scenarios. For example, second and third page of website, inside pages of PPT and Keynote presentations, inside page of print collaterals, smaller size banner, etc
4. Huawei Line A or B in the stationery system such as the paper bag, has the role of emphasizing key messages. This is a fixed layout and changes are not allowed
5. Refer to usage rules set for Huawei Line B in this guideline

Strictly follow the guidelines on the Huawei Line for design and production; consult experts in Brand Management Department with any question.

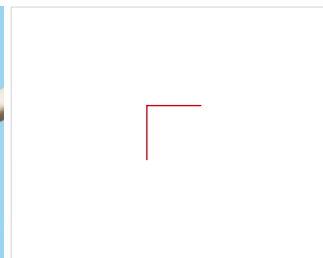
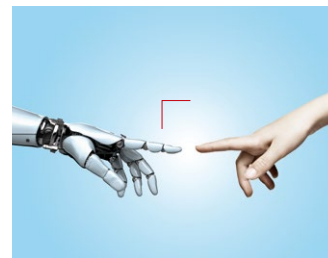
#### Secondary Graphic Color and Weight

Huawei Line is designed using Pantone 185C, CMYK 0/100/100/20, or RGB 199/0/11; refer to Section 2.40, Supporting Graphic Weight and Layout Size, for guidance.

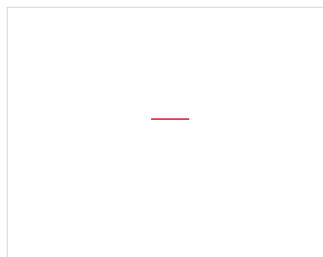
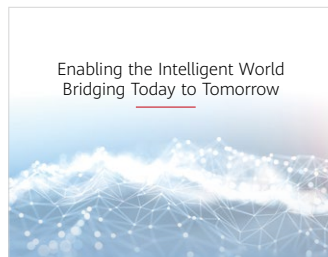
A (Priority): Communicate emphasis, focus, highlight the object in the image



A (Priority): Communicate emphasis, focus, highlight the object in the image



B. Communicate emphasis, focus, highlight the copy headline in the image



## 2.32

### Applying Secondary Graphic (Huawei Line) on Products and Environment

The secondary graphic (Huawei Line) is part of the design of corporate products, packaging, retail stores, and etc. The consistent application of the secondary graphic (Huawei Line) on all touchpoints presents a unique and consistent brand identity and experience.

In product design, packaging design, retail, exhibition and display system designs, special treatment is allowed to Huawei Line B. The Huawei Line can change according to the product silhouette or to the environment. For example, the length of the line can be extended, or it can be closed as a loop. For detailed specifications, please refer to environmental design company or exhibition installation company's recommendations.

Detailed guidelines on application of the corporate logo on products can be found on W3 under "Brand Management System". Download "Huawei Product Identity Guideline". Brand Management Department website: <http://w3.huawei.com/hsdms/?brand=1#1brand/common/home.html>

Strictly follow guidelines set for Huawei Line in all designs and production; consult experts in Brand Management Department with any questions.



## 2.33

### Usage Guidelines for Huawei Line A

Huawei Line A is designed to emphasize, to put a focus, and to highlight a particular object or message in the communication. It cannot be a stand alone graphic and must be used with an image.

1. Huawei Line A must point towards upper left or upper right
2. Huawei Line A must be placed to align with the object of in focus
3. Observe the object in focus, then follow its movement. Huawei Line A should then be positioned in front of, or to the upper corner of the movement and object

#### Determining Direction and Placement of Huawei Line A

**Example 1:** Determine the direction to which the object is pointing, then place Huawei Line A in front or to the upper corner of that direction.

**Example 2:** If the object in focus does not have a clear direction, Huawei Line A can be placed on either the upper right or the upper left as an emphasis to the selected object.

Strictly follow the guidelines set for the Huawei Line in all designs and production; consult experts in Brand Management Department for any questions.

#### Secondary Graphic Color and Weight

Huawei Line is designed using Pantone 185C, CMYK 0/100/100/20, or RGB 199/0/11; refer to Section 2.40, Supporting Graphic Weight and Layout Size, for guidance.

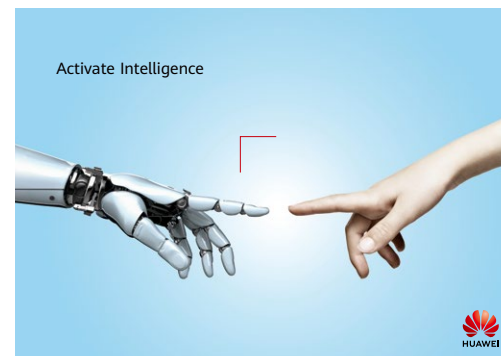
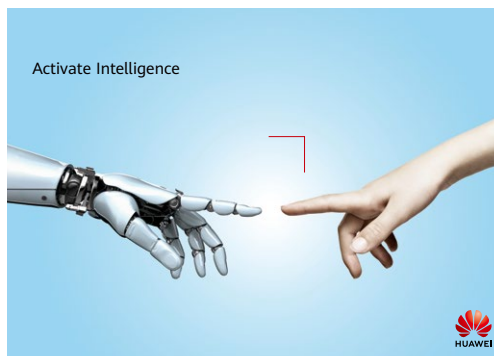
#### Example 1

The object in focus has a natural movement and direction



#### Example 2

The object in focus does not have natural movement or clear direction



## 2.33

### Usage Guidelines for Huawei Line A

#### Specifications on dimensions of Huawei Line A on a layout

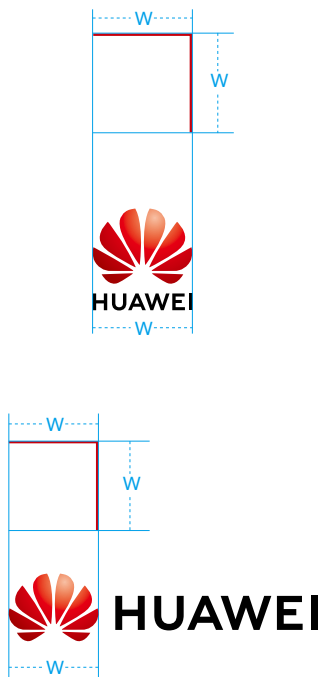
1. The width of Huawei Line is equal to the width of the Corporate Logo on the layouts
2. The width and height of Huawei line are equal to each other

Strictly follow the guidelines set for the Huawei Line in all designs and production; consult experts in Brand Management Department for any questions.

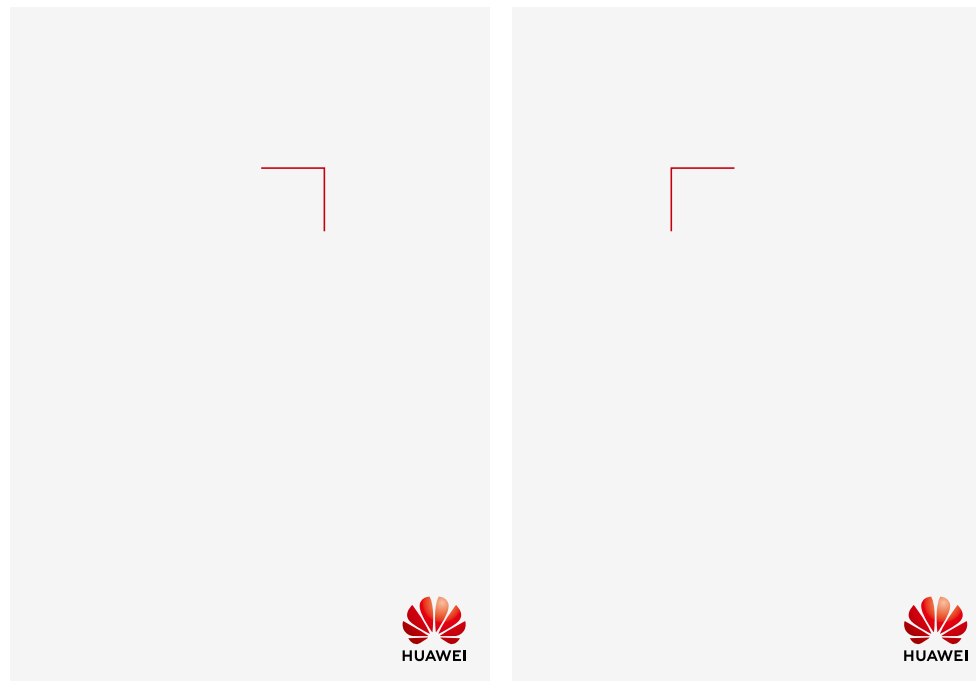
#### Secondary Graphic Color and Weight

Huawei Line is designed using Pantone 185C, CMYK 0/100/100/20, or RGB 199/0/11; refer to Section 2.40, Supporting Graphic Weight and Layout Size, for guidance.

Huawei Line Dimension Specifications



Example



## 2.34

### Application Examples for Huawei Line A

The examples here demonstrate how Huawei Line A is used in relation to the image in layouts.

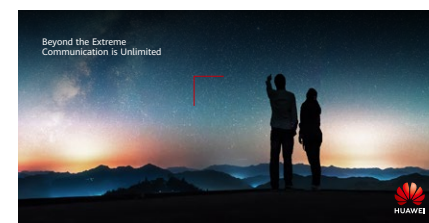
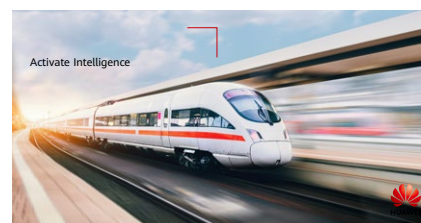
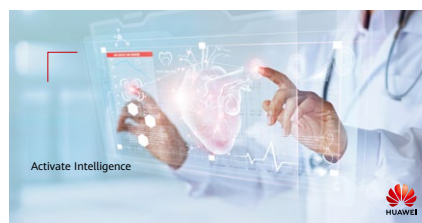
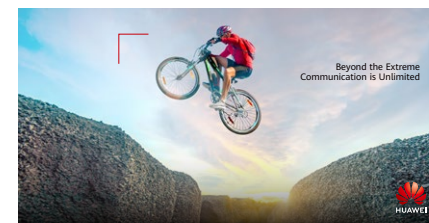
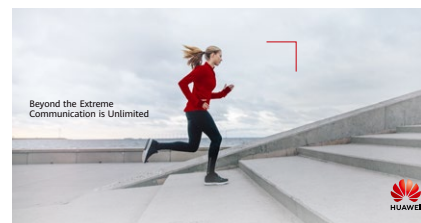
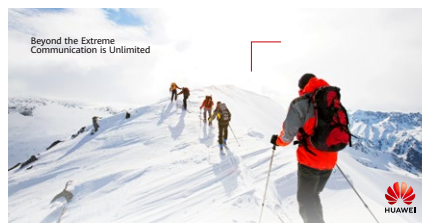
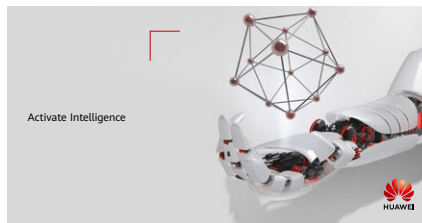
Strictly follow the guidelines set for the Huawei Line in all designs and production; consult experts in Brand Management Department with any questions.

#### Secondary Graphic Color and Weight

Huawei Line is designed using Pantone 185C, CMYK 0/100/100/20, or RGB 199/0/11; refer to Section 2.40, Supporting Graphic Weight and Layout Size, for guidance.

#### Statement for the use of the images in the Huawei Visual Identity Guidelines V2.0:

All the images within the Huawei Visual Identity Guidelines V2.0 are for demonstration purposes only. They should not be used for any other purposes (including but not limited to printing, airbrushing, digital marking, PowerPoint presentations, exhibitions, etc.). If any department needs to use the images within the Guidelines, they must contact the image suppliers to gain copyright permissions or shoot their own photos.



## 2.35

### Incorrect Usage of Huawei Line A

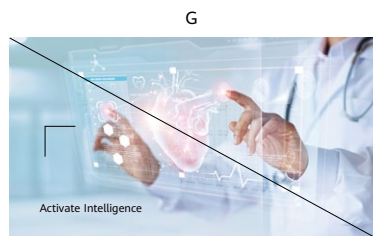
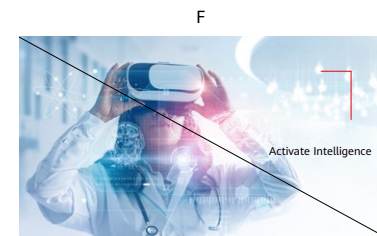
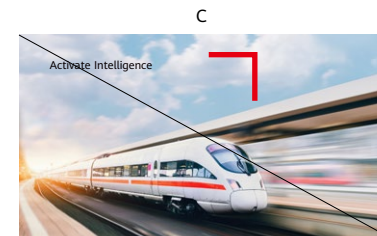
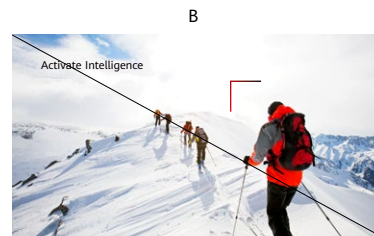
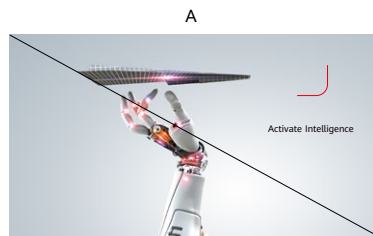
The proportion, color as well as the design of the Huawei Line are carefully considered, no change can be made under any circumstances.

This section provides examples of incorrect use of Huawei Line A; avoid all similar usages.

- A. Never position the Huawei Line A downward or adjust the 90 degree angle to round corners
- B. Never apply gradient or other colors to Huawei Line A; the line must always use the Huawei Red
- C. Never increase the line weight of Huawei Line A
- D. Never lock-up Huawei Line A with texts
- E. Never tilt Huawei Line A
- F. Never shorten the length of Huawei Line A
- G. Never apply other colors to Huawei Line A; they must always use the Huawei Red
- H. Never point Huawei Line A to the opposite side of the object in focus
- I. Never repeat Huawei Line A in the same layout

#### Statement for the use of the images in the Huawei Visual Identity Guidelines V2.0:

All the images within the Huawei Visual Identity Guidelines V2.0 are for demonstration purposes only. They should not be used for any other purposes (including but not limited to printing, airbrushing, digital marking, PowerPoint presentations, exhibitions, etc.). If any department needs to use the images within the Guidelines, they must contact the image suppliers to gain copyright permissions or shoot their own photos.





## 2.36

### Usage Guidelines for Huawei Line B

This section specifies the usage rules for Huawei Line B. The examples provided demonstrate its use with different types of headlines and copy, including Huawei Line B with headline, Huawei Line B with headline and subhead, Huawei Line B with Chinese and English headlines, Huawei Line B with headline and body copy combinations.

Huawei Line A is designed to emphasize, to put a focus, and to highlight a particular object or message in the communication. It cannot be a stand alone graphic and must be used with an image.

- Huawei Line B must always be used in combination with a headline and placed under the headline copy;
- When Huawei Line B is center, left, or right aligned with the headline:
  - Center align Huawei Line B when the headline is center aligned in the center of the layout
  - Left or right align Huawei Line B when the headline is placed on the left or right side of the layout;
- Huawei Line B can be used when there is no clear object to emphasize, or when the object in focus has no clear direction of movement.

Strictly follow the guidelines set for Huawei Line B in all designs and production; consult experts in Brand Management Department with any questions.

#### Secondary Graphic Color and Weight

Huawei Line is designed using Pantone 185C, CMYK 0/100/100/20, or RGB 199/0/11; refer to Section 2.40, Supporting Graphic Weight and Layout Size, for guidance

#### Huawei Line B and Headline Copy Combination

Huawei Line B Placement Specification: Headline

Industry Map For an Intelligent World — Headline

#### Huawei Line B, Headline Copy and Sub-heading Combination

Huawei Line B Placement Specification: Headline

Huawei Cloud — Headline  
 Leading technology, future-oriented, trustworthy — Sub-heading

Huawei Cloud — Headline  
 Technologies are trust worthy in the future — Sub-heading

Huawei Cloud — Headline  
 Technologies are trust worthy in the future — Sub-heading

#### Huawei Line B, English Headline Copy Combination

Huawei Line B Placement Specification: English Headline

Enabling the Intelligent World  
 Bridging Today to Tomorrow — English Headline

Enabling the Intelligent World  
 Bridging Today to Tomorrow — English Headline

Enabling the Intelligent World  
 Bridging Today to Tomorrow — English Headline

#### Huawei Line B, Headline Copy and Body Copy Combination

Huawei Line B Placement Specification

Ensure secure and stable network operations — Headline  
 Connection is a basic component of modern life. Once the network is paralyzed, it may lead to serious social and economic consequences. Guaranteeing the stable operation of the network is Huawei's most important social responsibility. Under any conditions, even under the most extreme conditions (such as earthquakes, typhoons and other natural disasters), Huawei has made every effort to ensure the stable operation of the network. — Body Copy

Ensure safe and stable operations of web safety — Headline  
 Connection is a basic component of modern life. Once the network is paralyzed, it may lead to serious social and economic consequences. Guaranteeing the stable operation of the network is Huawei's most important social responsibility. Under any conditions, even under the most extreme conditions (such as earthquakes, typhoons and other natural disasters), Huawei has made every effort to ensure the stable operation of the network. — Body Copy

Ensure safe and stable operations of web safety — Headline  
 Connection is a basic component of modern life. Once the network is paralyzed, it may lead to serious social and economic consequences. Guaranteeing the stable operation of the network is Huawei's most important social responsibility. Under any conditions, even under the most extreme conditions (such as earthquakes, typhoons and other natural disasters), Huawei has made every effort to ensure the stable operation of the network. — Body Copy

## 2.36

### Usage Guidelines for Huawei Line B

The proportion, color as well as the design of the Huawei Line B are carefully considered, no change can be made under any circumstances.

#### Huawei Line B with Multiple-line Headline

Width specification: the width of the longest line in the headline is defined as X, then the width Huawei Line B should be wider than 0.2X (1/5) and shorter than 0.5X (1/2). Based on actual content, the user can adjust the line width within this range. The width of Huawei Line B must align with the edge of a letterform (English or any other language) or a Chinese character.

#### Huawei Line with Single-line Headline

Width specification: the headline width is defined as X, then the width of Huawei Line B should be wider than 0.2X (1/5), and shorter than 0.5X (1/2). Based on real content, the user can adjust the line width within this range. It is recommended that the width of Huawei Line B is equal to one noun or word in Chinese, English, or other languages. This will help maintain the meaning headline.

#### Huawei Line B with Short Headline

For headlines less than 2 words in English or other language, the width of Huawei Line B should equal to the width of the headline.

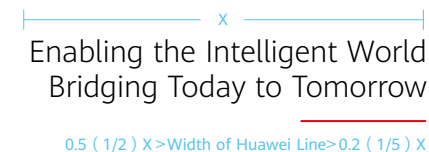
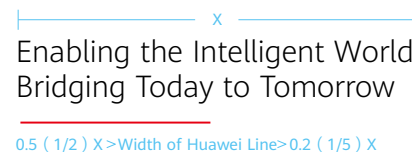
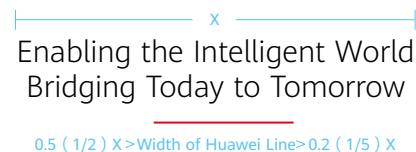
Strictly follow the guidelines set for Huawei Line B in all designs and production; consult experts in Brand Management Department with any questions.

#### Secondary Graphic Color and Weight

Huawei Line is designed using Pantone 185C, CMYK 0/100/100/20, or RGB 199/0/11; refer to Section 2.40, Supporting Graphic Weight and Layout Size, for guidance.

#### Huawei Line B and Multiple-line Headline

Specifications on Width of Huawei Line B



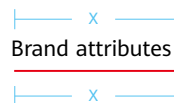
#### Huawei Line B and Single-line Headline

Specifications on Width of Huawei Line B



#### Huawei Line B and Short Headline Copy

Specifications on Width of Huawei Line B





## 2.36

### Usage Guidelines for Huawei Line B

This section specifies the required space between Huawei Line B and various types of headlines.

#### Huawei Line B with Multiple-line Copy

Distance specification: the leading of the headline is defined as Y, then the space between Huawei Line B and the headline is Y.

#### Huawei Line B with Single-line Copy

Distance specification: the default leading of the copy is Y, then the space between Huawei Line B and headline should also be Y. The space cannot be larger than the height of the headline type.

#### Huawei Line B with Headline Copy and Body Copy

Distance specification: the leading of the headline is defined as Y, then the space between Huawei Line B and headline should also be Y. The space between Huawei Line B and the body copy can be equal to, or larger than 2Y.

#### Huawei Line B with Headline Copy and Subhead

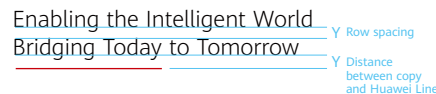
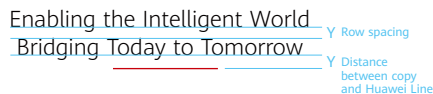
Distance specification: the leading of headline copy is defined as Y, then the space between Huawei Line B and headline is Y. The space between Huawei Line B and the subhead can be equal to, or larger than 2Y.

Strictly follow the guidelines set for the Huawei Line B in all designs and production; consult experts in Brand Management Department with any questions.

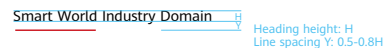
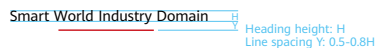
#### Secondary Graphic Color and Weight

Huawei Line is designed using Pantone 185C, CMYK 0/100/100/20, or RGB 199/0/11; refer to Section 2.40, Supporting Graphic Weight and Layout Size, for guidance.

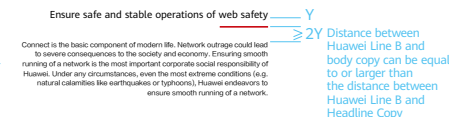
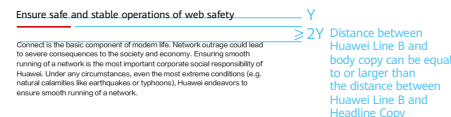
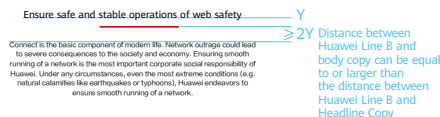
#### Huawei Line B and Multiple-line Headline Width Specifications on Huawei Line B Leading



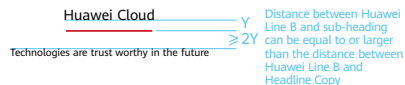
#### Huawei Line B and Single-line Headline Width Specifications on Huawei Line B



#### Huawei Line B and Headline and Body Copy Width Specifications on Huawei Line B



#### Huawei Line B and Headline and Subhead Width Specifications on Huawei Line B



## 2.37

### Application Examples of Huawei Line B

This section provides examples of Huawei Line B in use with headline. Strictly follow the guidelines set for Huawei Line B in all designs and production; consult experts in Brand Management Department with any questions.

#### Secondary Graphic Color and Weight

Huawei Line is designed using Pantone 185C, CMYK 0/100/100/20, or RGB 199/0/11; refer to Section 2.40, Supporting Graphic Weight and Layout Size, for guidance.

Enabling the Intelligent World  
Bridging Today to Tomorrow

---

Intelligence  
See the Future

---

Brand attributes

---

Product white paper

---

Smart World Industry Domain

---

A joint venture between  
SIEMENS and HUAWEI TD-SCDMA

---

Developing an industry map  
for an intelligent world

---

Huawei Cloud

---

Technologies are trust worthy in the future

Ensure safe and stable operations of web safety

---

Connect is the basic component of modern life. Network outage could lead to severe consequences to the society and economy. Ensuring smooth running of a network is the most important corporate social responsibility of Huawei. Under any circumstances, even the most extreme conditions (e.g. natural calamities like earthquakes or typhoons), Huawei endeavors to ensure smooth running of a network.

## 2.38

### Incorrect Usage of Huawei Line B

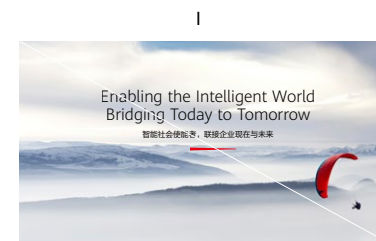
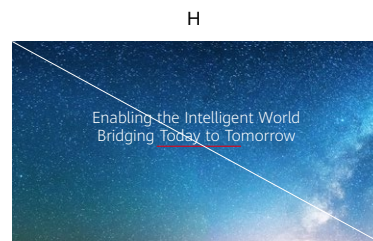
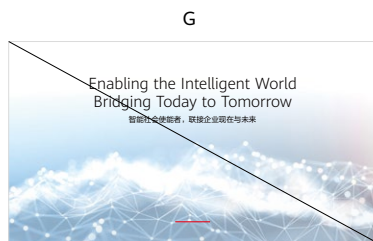
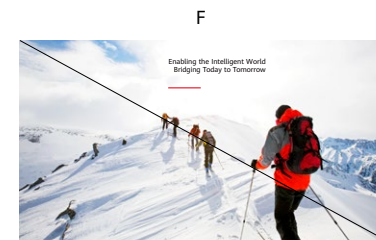
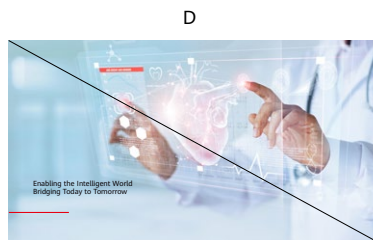
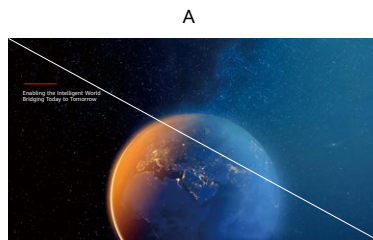
The proportion, color as well as the design of the Huawei Line B are carefully considered, no change can be made under any circumstances.

This section provides examples of incorrect use of Huawei Line B; avoid all similar usages.

- A. Never place Huawei Line B above the copy
- B. Never use Huawei Line B as a vertical line
- C. Never place Huawei Line B between multiple-line headlines
- D. Never extend Huawei Line B beyond the width of the content
- E. Never tilt Huawei Line B
- F. Never randomly place Huawei Line B with content
- G. Never extend the space between Huawei Line B and the content beyond the specified guidelines
- H. Never place Huawei Line B too close to the headline
- I. Never use Huawei Line B with inconsistent weight

#### Statement for the use of the images in the Huawei Visual Identity Guidelines V2.0:

All the images within the Huawei Visual Identity Guidelines V2.0 are for demonstration purposes only. They should not be used for any other purposes (including but not limited to printing, airbrushing, digital marking, PowerPoint presentations, exhibitions, etc.). If any department needs to use the images within the Guidelines, they must contact the image suppliers to gain copyright permissions or shoot their own photos.



## 2.39

### Guidelines on Flexible Usage of Huawei Lines A and B

**Example 1:** Huawei Line A is preferred when there is a clear indication of the direction to which the object in focus points. Use Huawei Line B to put an emphasis on the headline; the alignment and the position should be in accordance with the headline.

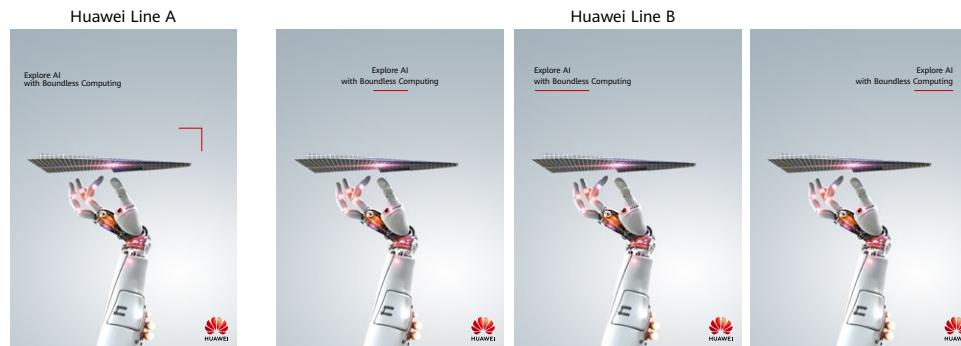
**Example 2:** Either Huawei Line A or B can be used to create a focus when there is no clear indication of movement or direction in the image. Use Huawei Line A to emphasize the object in focus in the image. Use Huawei Line B to emphasize the headline, and center, right, or left align it according to the position of the headline.

Strictly follow the guidelines set for Huawei Line A and B in all designs and production; please consult experts in Brand Management Department with any questions.

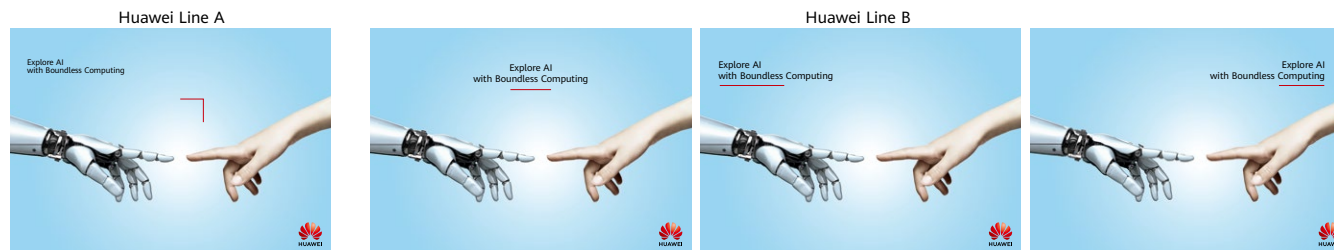
#### Secondary Graphic Color and Weight

Huawei Line is designed using Pantone 185C, CMYK 0/100/100/20, or RGB 199/0/11; refer to Section 2.40, Supporting Graphic Weight and Layout Size, for guidance.

**Example 1** When the object in focus has a natural movement and direction



**Example 2** When the object in focus does not have a natural movement or clear direction



## 2.40

### Guidelines on Weight of Huawei Line on Layout

The weight of Huawei Line in a layout is carefully defined for consistent representation and to further enhance brand recognition. This section lists the preset weights applicable to both Huawei Line A and B in standard sized documents.

Refer to table below for specification:

Regular Layout Size	Line Weight
A7	0.75pt
A6	0.75pt
A5	1pt
A4	1pt
A3	1.5pt
A2	2pt
A1	2.5pt
Leaflet, two folded ( 200 X 100)	1pt
Regular Poster 1 ( 500X700)	2.5pt
Regular Poster 2 ( 570X840)	2.5pt
Pull-up Banner ( 800X2000)	4pt

25% of weight adjustment is allowed to accommodate visibility against different background colors. Depending on production constraints, the weight of the Huawei Line can be adjusted for exhibition and display systems to achieve optimal visibility, and is not bound by the guidelines listed above. For detailed specifications, consult with environment design or exhibition installation companies for recommendations.

For other layout, please scale the weight of the Huawei Line per the proportions provided in the table above.



## 2.41

### Huawei Illustrations

#### Rationale of Huawei Illustrations

Huawei Illustration is another form of expression in addition to copy and images. In the form of a single line, the Huawei Illustrations are created on the Huawei Line. It is a unique visual asset to further support our communications and to tell the story of the Huawei businesses, technology, and products. The red conveys the passion and dedication of the Huawei brand while the line is an expression representing the connection within all of Huawei's businesses. The Huawei Illustrations are designed to be streamlined, easy to use and can be applied to a wide range of applications and communications.

#### Guidelines on the Style of Huawei Illustrations

1. The Huawei Illustrations are always in Huawei Red. Reverse white illustrations can be used when the background color is Huawei Red; refer to Section 2.47 on Huawei Illustrations Color Guidelines for details.
2. Every illustration is created using a single line only. The elements(s) are connected from end to end using a single line; simple and rhythmic in style.
3. Each illustration focuses on a specified subject matter.
4. Backgrounds of Huawei Illustrations should be clear and simple, mostly light-colored. Refer to Section 2.48 on Huawei Illustrations Background Control for color use guidelines.

#### Application Scenario:

Huawei Illustrations can be used in stationery, advertising, print, digital multimedia, as well as exhibition and display systems as the key visual to replace business or product visuals. It can also be used as key visuals in advertising and poster, website banner, animation, or as graphic elements in exhibition booth or exhibition wall, etc.

#### Specifications in Extending Huawei Illustrations:

This Section lists defined illustrations and style for a range of Huawei's business domains, namely Huawei Cloud, Carrier, Enterprise and Huawei general use. Different business units can develop additional illustrations based on its own needs by adhering to the defined style, line, and color. The proposed illustrations must be submitted to Corporate Brand Management Department for approval, and added to the the Huawei Illustration Bank as part of the corporate visual identity (VI) system. Consult experts of Brand Management Department with any questions on usage and extension of Huawei Illustrations.

#### Huawei Cloud



Artificial Intelligence



E-commerce



Gaming



Smart Manufacturing

#### Carrier Business



Big Video



SoftCOM AI



IoT



5G

#### Enterprise Business



Airport



Offshore Drilling Platform



Pumping Units



Transformer Substation



Office



Conference Room



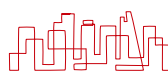
Public Safety



Finance



Data Center



Smart City



City and Streets



Train Station



Shopping mall



Solar Energy

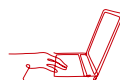
#### General Use



Smart Home Devices



PAD



Computers



Retail



Intelligent World

## 2.42

### Huawei Cloud Business Illustrations

This page lists illustrations for the current Cloud business, applicable for key visual use for different creative design for Cloud BU.

#### Application Scenario

Huawei Cloud illustrations can be used in stationery, advertising, print, digital multimedia, as well as exhibition and display systems as the key visual to replace business or product visuals. It can also be used as key visuals in advertising and poster, website banner, animation, or as graphic elements in exhibition booth or exhibition wall, and etc. Examples include key visuals for leaflets, magazine cover or inside pages, animated sequences, and etc.

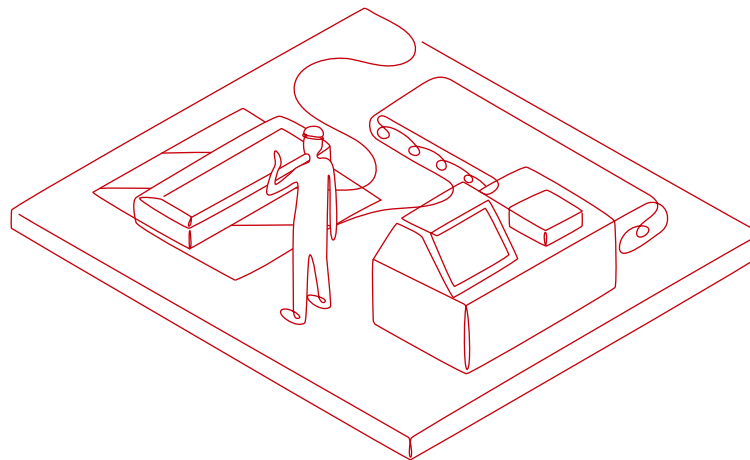
The preferred use of the Huawei Cloud Business illustrations is against a light color or non-complex image backgrounds; preferably white. However, Illustrations placed against dark color or dark image backgrounds are also allowed if necessary. Refer to Section 2.48 on Huawei Illustration Background Control for details.

Huawei Cloud BU can develop more illustrations based on its own needs, and submit the illustrations to the Brand Management System for approval. The approved illustrations will be incorporated into Huawei's illustration library as part of the corporate VI system. For any questions about the application and extension of Huawei Illustration, please contact experts in the Brand Management System.

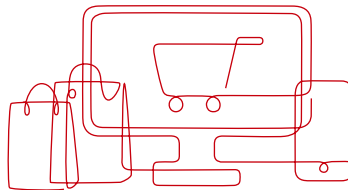
Artificial Intelligence



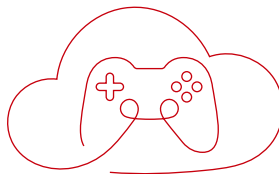
Smart Manufacturing



E-commerce



Gaming



## 2.43

### Huawei Carrier Business Illustrations

This section lists illustrations created for Huawei Carrier business. They can be used as key visual in different applications Carrier BG.

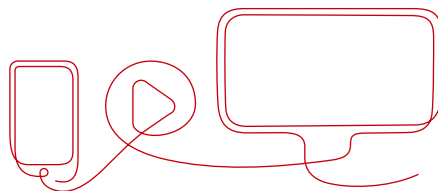
#### Application Scenario

Huawei Illustrations can be used in stationery, advertising, print, digital multimedia, as well as exhibition and display systems as the key visual to replace business or product visuals. It can also be used as key visuals in advertising and poster, website banner, animation, or as graphic elements in exhibition booth or exhibition wall, and etc.

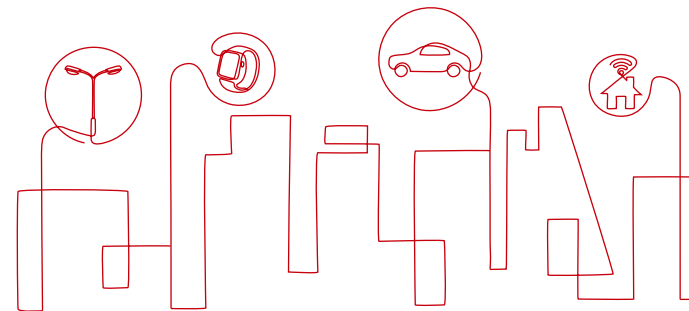
The preferred use of the Huawei Carrier Business illustrations is against a light color or non-complex image backgrounds; preferably white. However, Illustrations placed against dark color or dark image backgrounds are also allowed if necessary; refer to Section 2.48 on Huawei Illustration Background Control for details.

Huawei Carrier BG can develop more illustrations based on its own needs, and submit the illustrations to the Brand Management System for approval. The approved illustrations will be incorporated into Huawei's illustration library as part of the corporate VI system. For any questions about the application and extension of Huawei Illustration, please contact experts in the Brand Management System.

Big Video



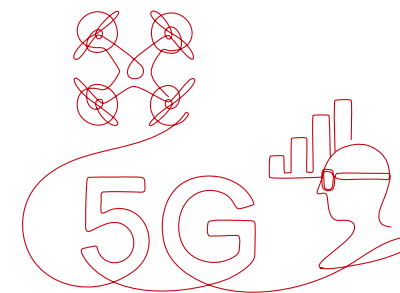
IoT



SoftCOM AI



5G





## 2.44

### Huawei Enterprise Business Illustrations

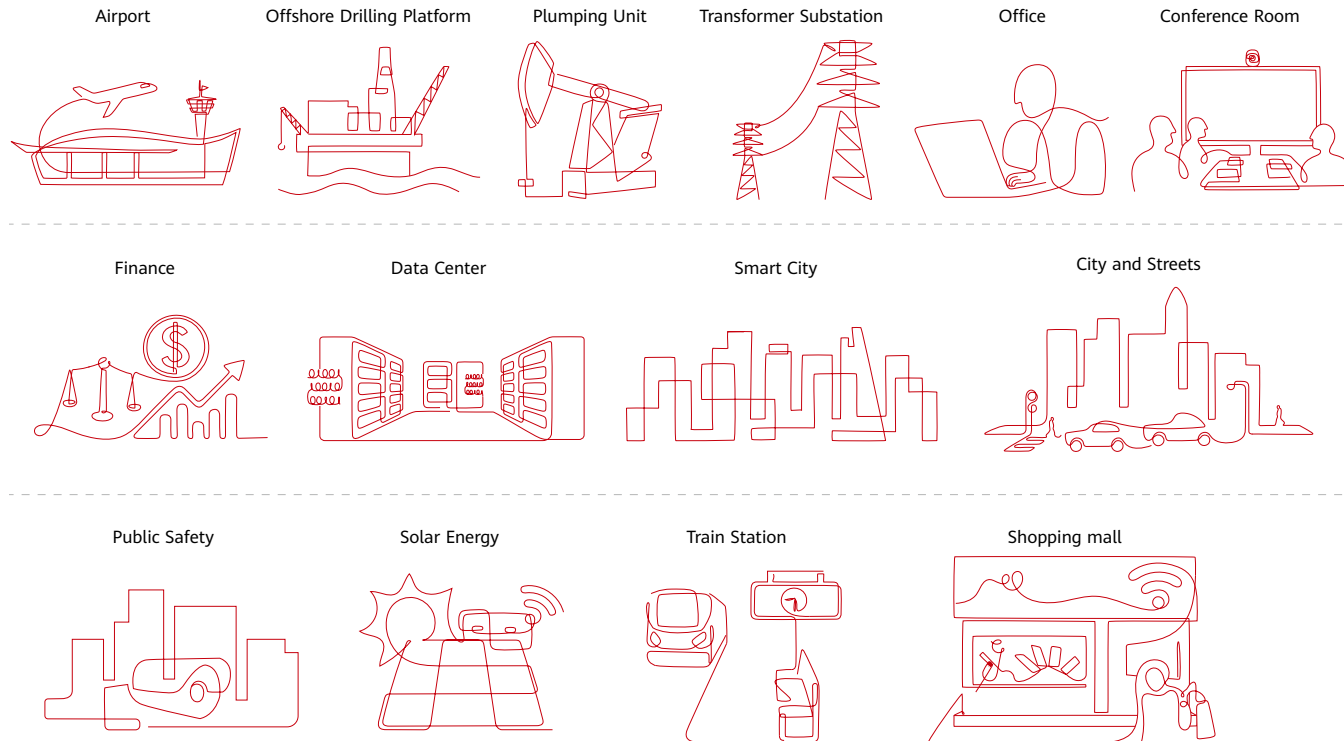
This section lists illustrations created for Huawei Enterprise business. They can be used as key visual in different applications Enterprise BG.

#### Application Scenario

Huawei Enterprise illustrations can be used in stationery, advertising, print, digital multimedia, as well as exhibition and display systems as the key visual to replace business or product visuals. It can also be used as key visuals in advertising and poster, website banner, animation, or as graphic elements in exhibition booth or exhibition wall, and etc. Examples include key visuals for leaflets, magazine cover or inside pages, animated sequences, etc.

Huawei Enterprise Business illustrations must be placed on a clear, sharp background, preferably on white. It can also be used on dark background or image background; refer to Section 2.48 on Huawei Illustration Background Control for details.

Huawei Enterprise BG can develop more illustrations based on its own needs, and submit the illustrations to the Brand Management System for approval. The approved illustrations will be incorporated into Huawei's illustration library as part of the corporate VI system. For any questions about the application and extension of Huawei Illustration, please contact experts in the Brand Management System.



## 2.45

### Huawei General Use Illustrations

This section lists illustrations available for general use by different businesses. They can be used as a key visual for all applications across different businesses and departments.

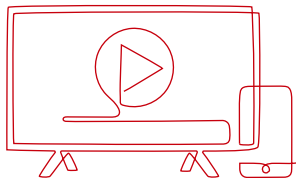
#### Application Scenario

Huawei General Use illustrations can be used in stationery, advertising, print, digital multimedia, as well as exhibition and display systems as the key visual to replace business or product visuals. It can also be used as key visuals in advertising and poster, website banner, animation, or as graphic elements in exhibition booth or exhibition wall, and etc. Examples include key visuals for leaflets, magazine cover or inside pages, animated sequences, etc.

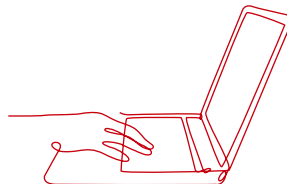
Huawei General Use illustrations must be placed on a clear, sharp background, preferably on white. It can also be used on dark background or image background; refer to Section 2.48 on Huawei Illustration Background Control for details.

Huawei business units can develop more illustrations based on their own needs, and submit the illustrations to the Brand Management System for approval. The approved illustrations will be incorporated into Huawei's illustration library as part of the corporate VI system. For any questions about the application and extension of Huawei Illustration, please contact experts in the Brand Management System.

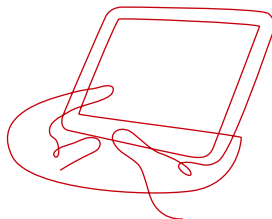
Smart Home Devices



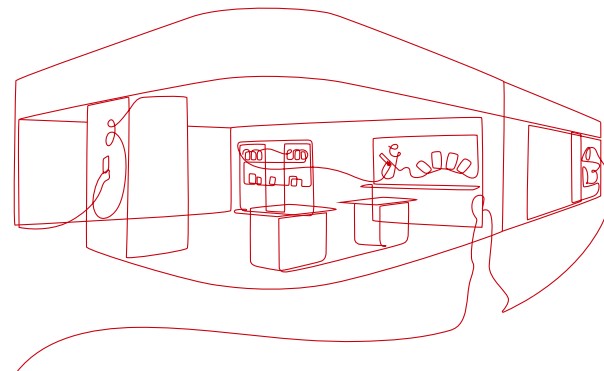
Computers



PAD



Retail



Intelligent World



## 2.46

### Clear Space for Huawei Illustrations

Clear space has been defined for the Huawei Illustration. No other visual elements can overlap clear space.

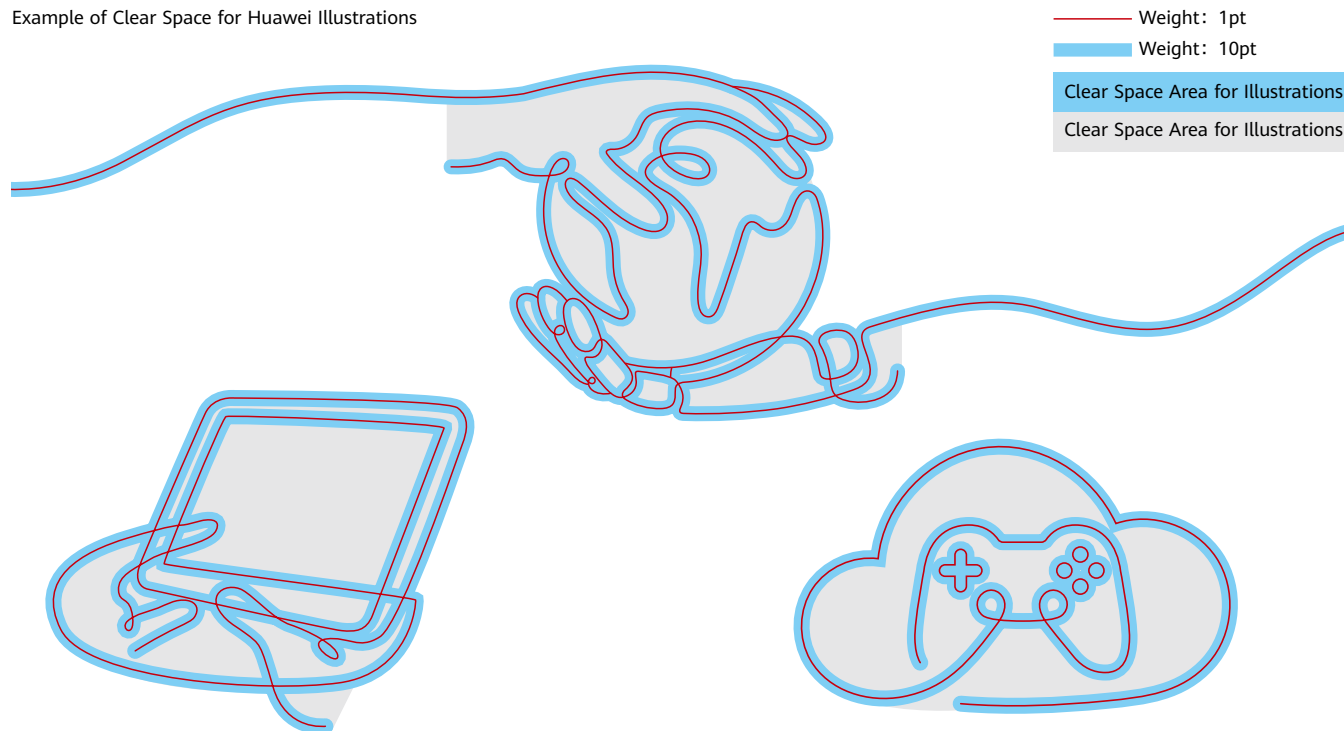
#### Clear Space Principle

**Clear Space 1:** The clear space area for Huawei illustration is set at 10x of the line weight. The example provided in this section is based on 1pt line weight of the Illustrations with clear space equal to 10pt as marked in blue. As line weight may differ from application to application, the clear space also needs to be adjusted according to the actual illustration in use.

**Clear Space 2:** The negative space within an illustration is considered clear space as well; marked in gray, the identified area will remain clear and cannot be filled with color, image, or cross over with additional graphics.

It is important to adjust the clear space based on the two principles above for each illustration use. The specifications provided in this section must be followed for all illustrations. If you have any questions, contact experts in the Brand Management System.

Example of Clear Space for Huawei Illustrations



## 2.47

### Colors for Huawei Illustrations

The Huawei brand image is built on consistent and effective presentations in Huawei communications. Therefore, it is crucial to maintain the correct color use as specified below:

**Color 1:** Huawei Red, the corporate color is the recommended color for all Huawei Illustrations with white as the preferred background color; light and dark grey and/or images are also allowed. Consider legibility of the illustrations when choosing an image; clean, clear, not complex and with sufficient contrast.

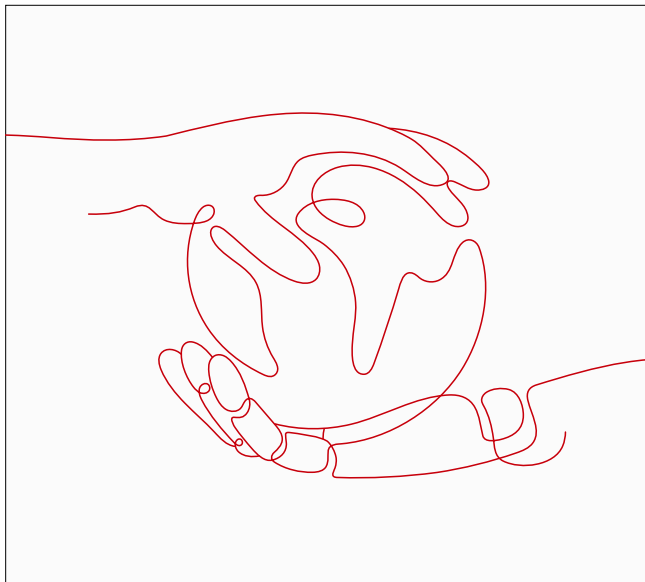
**Color 2:** In some special cases, Huawei illustrations can be reversed to white but only against Huawei Red as the background color; the background color can never be changed. The examples in this section demonstrate the appropriate color use and the rules applies to all Huawei Illustrations.

#### Color Specifications for Illustrations

PANTONE 185C	RGB 199/0/11
CMYK 0/100/100/20	HEX # C7000D

CMYK 0/0/0/0	RGB 255/255/255
HEX # FFFFFFFF	

Color 1 (Recommended Use)



Color 2 (Special Use)



## 2.48

### Huawei Illustrations Background Control

Huawei illustrations can never be placed against colors other than the preferred white, light and dark greys, and Huawei Red. This section provides examples of Huawei Illustrations on different tones of grey and background images.

#### Greyscale Background Control

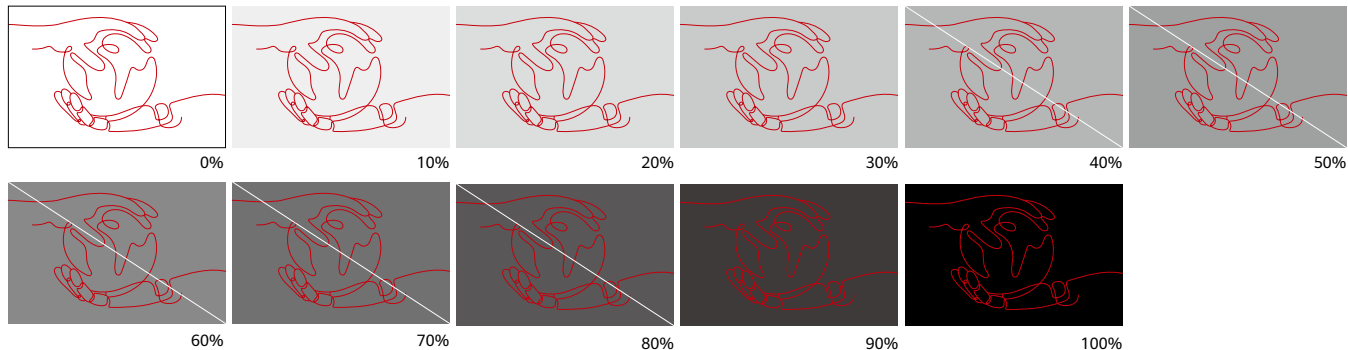
When using light greys, the value must be less or equal to 30% and greater or equal to 90% for dark greys; other values are not allowed as it will diminish visibility of the illustrations.

#### Image Background Control

The chosen image must always provide optimal contrast for legibility of the Huawei Illustrations; images must be clear, simple, and never complex or overly colorful.

The examples shown on this page demonstrate the appropriate backgrounds and the rule applicable to all Huawei illustrations. If you have any questions, contact experts in the Brand Management System.

#### Greyscale Background Control



#### Image Background Control



## 2.49

### Flexibility of Weight of Huawei Illustrations

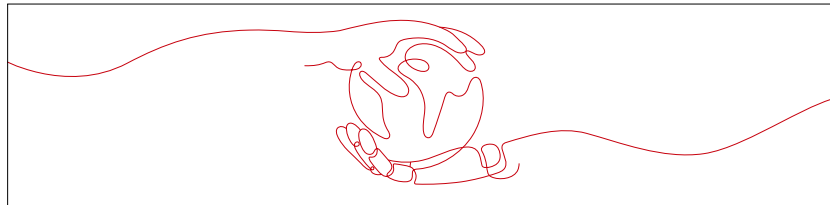
Depending on the application, the Huawei Illustrations may vary in position and size. Although here is no fixed weight defined, the final creation must retain the style of the illustrations (never too heavy or too light) and visible in context.

Adjustment of the line weight within 75% is allowed to ensure optimal visibility and to accommodate different application needs. The examples in this section demonstrates weights for for different background:

- Against white, the line weight is 0.75pt
- Against 20% greyscale, the line weight is 1pt
- gainst 30% greyscale, the line weight is 1.25pt

The examples in this section demonstrate the necessary adjustments based on different color backgrounds. The same rules must be followed for all Huawei illustration. If you have any questions, contact experts in the Brand Management System.

Huawei Line 0.75pt 0%



Huawei Line 1pt 20%



Huawei Line 1.25pt 30%



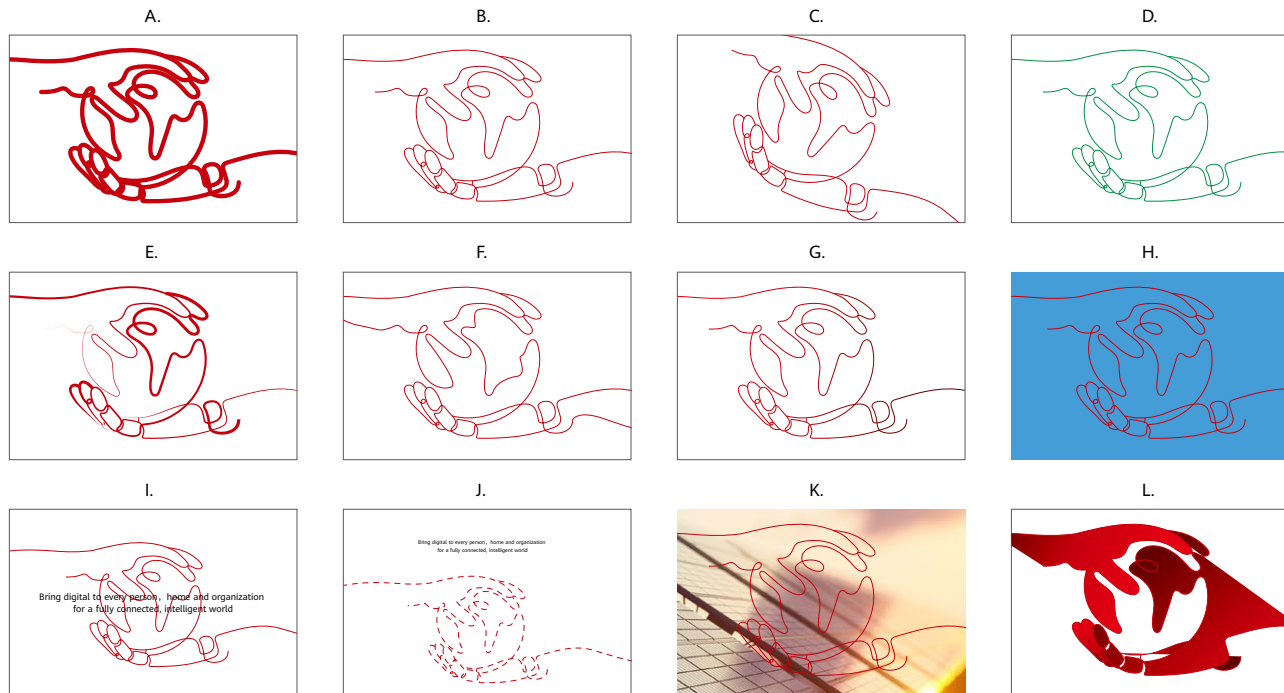
## 2.50

### Incorrect Usage of Huawei Illustrations

The proportion, color and elements in each of the Huawei Illustration is carefully considered and crafted; they cannot be changed under any circumstances. The official digital artwork provided by the Brand Management Department must be used; consult experts in Brand Management Department with any questions.

- A. Never make the line weights too heavy or bulky.
- B. Never make the line weight in the illustration too light or flimsy
- C. Never tilt the provided Illustrations
- D. Never change the color of the Huawei Illustrations
- E. Never use inconsistent line weight in the Huawei Illustrations
- F. Never change any of the details of the provided illustrations
- G. Never apply gradient to the Huawei Illustrations
- H. Never place the Huawei Illustrations against unapproved background colors
- I. Never add content on the Huawei Illustrations
- J. Never use dotted lines for Huawei Illustrations
- K. Never place the Huawei Illustrations against complex image backgrounds
- L. Never use illustrations that are not complied with Huawei Illustration style.

The examples on this page demonstrates incorrect usage of the Huawei Illustrations, all Huawei illustrations must abide by the same principles style, and rules outlined; consult the experts in Brand Management Department with any questions.

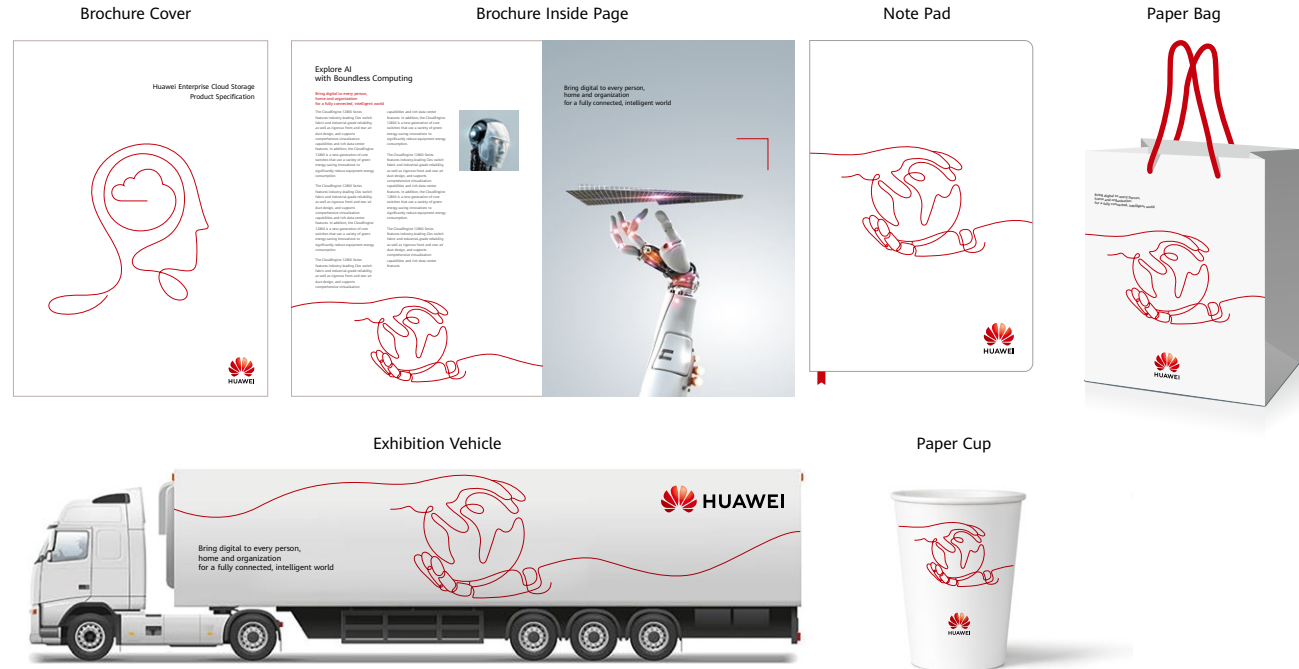


## 2.51

### Application Examples of Huawei Illustrations

This section includes, but is not limited to, examples of when and how the Huawei Illustration can be used; the examples are for demonstration purposes only and are not related to actual documents produced.

Strictly follow the rules set for Huawei Illustrations in all design and communications; consult the experts in Brand Management Department with any questions.





## 2.52

### Corporate Imagery Style Overall Guidelines

The Huawei imagery style defines the Huawei look and feel and is a powerful tool that delivers and unifies the brand. The Huawei images must have a clear message. They are never cliché or computer-generated, or low resolution.

Corporate imagery style are grouped into 3 themes: corporate culture, technology, and people. Refer to Sections 2.53-2.55 for principles in proper images selection for each theme.

#### Image Selection Principle:

1. Simple and uncomplicated background
2. Panoramic and visionary
3. Light- or dark-color tone; light-color tone preferred
4. Strong highlight with red or other warm colors in the image
5. The image must have a clear concept and in-focus key subject
6. The image must express the Huawei brand's features: passionate, innovative, open, collaborative, and trustworthy
7. Natural colors, such as blue of the universe and green in nature, are acceptable and not restricted by the specifications of corporate color and corporate secondary colors. Never change the color of natural objects
8. Images with a single or focused red element is preferred. However, red is not required in product shots or some other special cases

The images in this section are for demonstration purposes only, commission a photoshoot or purchase license for use if needed for actual use. If you have any questions about choosing images for certain use cases, contact experts in the Brand Management System.

#### Statement for the use of the images in the Huawei Visual Identity Guidelines V2.0:

All the images within the Huawei Visual Identity Guidelines V2.0 are for demonstration purposes only. They should not be used for any other purposes (including but not limited to printing, airbrushing, digital marking, PowerPoint presentations, exhibitions, etc.). If any department needs to use the images within the Guidelines, they must contact the image suppliers to gain copyright permissions or shoot their own photos.

#### Corporate Culture



#### Technology



#### People



## 2.53

### Corporate Culture Imagery Style

The Huawei imagery style defines the Huawei look and feel and is a powerful tool that delivers and unifies the brand. The Huawei images must have a clear message. They are never cliché or computer-generated, or low resolution.

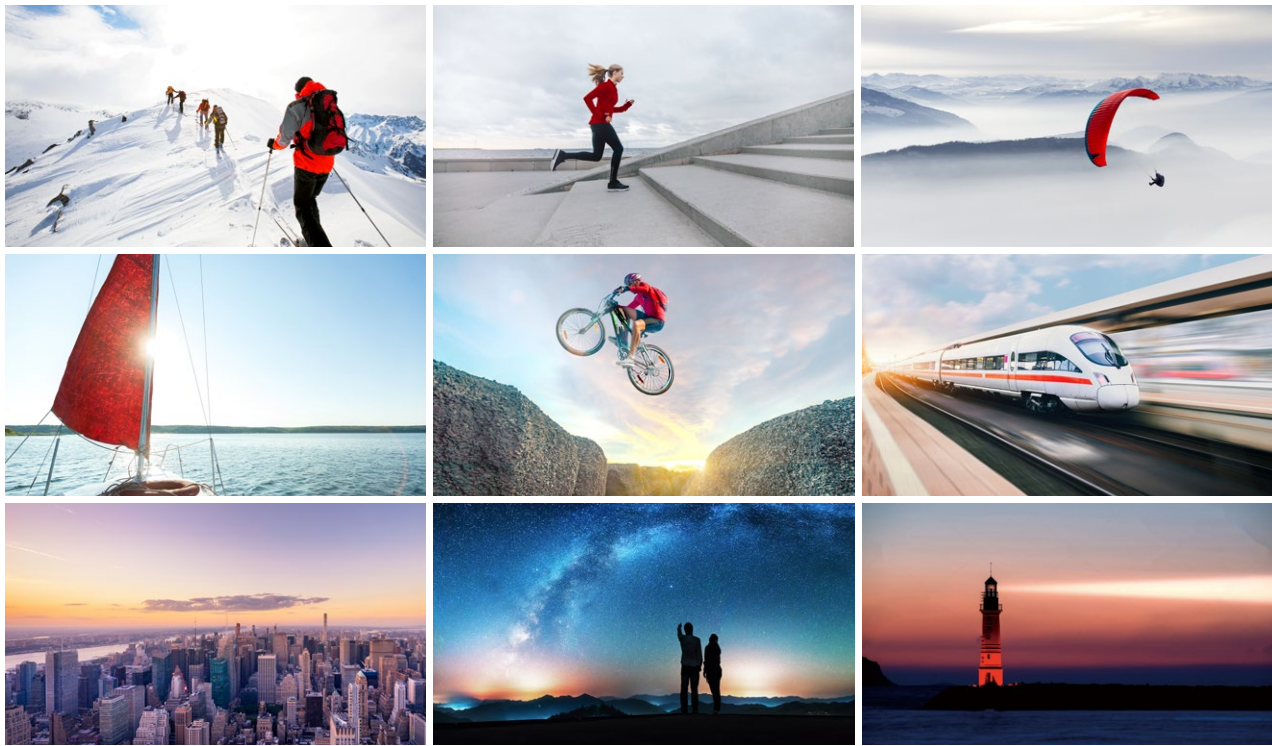
#### Corporate Culture Imagery Style Specifications

1. Images must clearly communicate a theme that relates to the Huawei culture
2. Clear and uncomplicated background
3. Panoramic and visionary
4. Light- or dark-color tone; light-color tone preferred
5. Strong highlight with red or other warm colors in the image
6. The image must have a focus point or key subject
7. The image must express Huawei's brand features: passionate, innovative, open, collaborative, and trustworthy
8. Natural colors, such as blue of the universe and green in nature, are acceptable and not restricted by the specifications of corporate color and corporate secondary colors. Never change the color of natural objects
9. Images with a single or focused red element is preferred. However, red is not required in product shots or some other special cases

The images in this section are for demonstration purposes only, commission a photoshoot or purchase license for use if needed for actual use. If you have any questions about choosing images for certain use cases, contact experts in the Brand Management System.

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## 2.54

### Technology Imagery Style

The Huawei imagery style defines the Huawei look and feel and is a powerful tool that delivers and unifies the brand. The Huawei images must have a clear message. They are never cliché or computer-generated, or low resolution.

#### Technology Imagery Style Specifications

1. Images must reflect subject or theme appropriate for Huawei business technology, products, and solutions.
2. Simple and uncomplicated background
3. Panoramic and visionary
4. Light- or dark-color tone; light-color tone preferred
5. Strong highlight with red or other warm colors in the image
6. The image must have a focus point or key subject
7. Natural colors, such as blue of the universe and green in nature, are acceptable and not restricted by the specifications of corporate color and corporate secondary colors. Never change the color of natural objects
8. Images with a single or focused red element is preferred. However, red is not required in product shots or some other special cases

The images in this section are for demonstration purposes only, commission a photoshoot or purchase license for use if needed for actual use. If you have any questions about choosing images for certain use cases, contact experts in the Brand Management System.

#### Statement for the use of the images in the Huawei Visual Identity Guidelines V2.0:

All the images within the Huawei Visual Identity Guidelines V2.0 are for demonstration purposes only. They should not be used for any other purposes (including but not limited to printing, airbrushing, digital marking, PowerPoint presentations, exhibitions, etc.). If any department needs to use the images within the Guidelines, they must contact the image suppliers to gain copyright permissions or shoot their own photos.





## 2.55

### People Imagery Style

The Huawei imagery style defines the Huawei look and feel and is a powerful tool that delivers and unifies the brand. The Huawei images must have a clear message. They are never cliché or computer-generated, or low resolution.

#### People Imagery Style Specifications

1. Clear and uncomplicated background
2. Panoramic and visionary
3. Mainly light-color tone
4. Strongly highlight with red or other warm colors in the image
5. People are clear and sharp in the image
6. The image must express the Huawei's brand features: passion, innovative, open, collaborative, and trustworthy
7. Natural colors, such as blue of the universe and green in nature, are acceptable and not restricted by the specifications of corporate color and corporate secondary colors. Never change the color of natural objects
8. Images with a single or focused red element is preferred. However, red is not required in product shots or some other special cases

The images in this section are for demonstration purposes only, commission a photoshoot or purchase license for use if needed for actual use. If you have any questions about choosing images for certain use cases, contact experts in the Brand Management System.

#### Statement for the use of the images in the Huawei Visual Identity Guidelines V2.0:

All the images within the Huawei Visual Identity Guidelines V2.0 are for demonstration purposes only. They should not be used for any other purposes (including but not limited to printing, airbrushing, digital marking, PowerPoint presentations, exhibitions, etc.). If any department needs to use the images within the Guidelines, they must contact the image suppliers to gain copyright permissions or shoot their own photos.



## 2.56

### Imagery Style Incorrect Usage

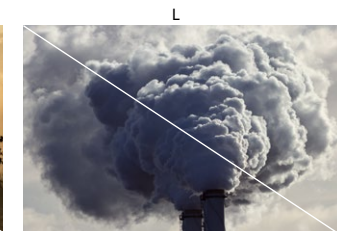
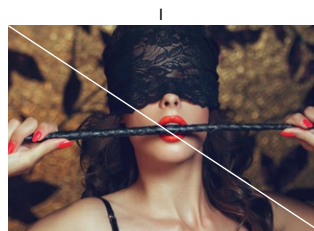
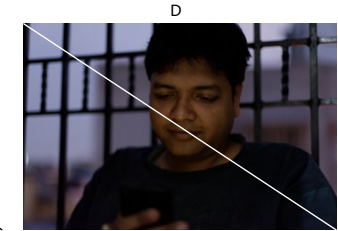
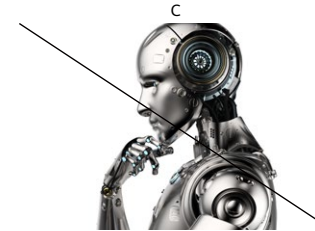
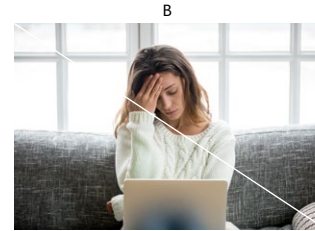
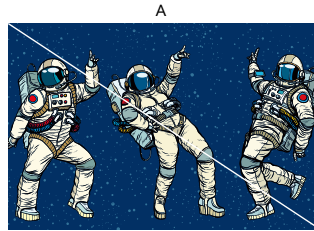
This section provides examples of incorrect usage, and the use of such images should be avoided.

- A. Never use imagery that is not identified in the Huawei Imagery Guidelines
- B. Never use images of people with inappropriate expressions such as stress, passive, tired, etc.
- C. Never use images that lack humanity: dark, cold, inhuman
- D. Never use images whose backgrounds or tones are too dark, or with incorrect metaphor
- E. Never use images that are cliché or obviously computer-generated
- F. Never use soft or out of focused shots
- H. Never use images that belong to or imply a religious theme
- I. Never use images that belong to or imply a political theme
- J. Never use images that belong to or imply a pornographic theme
- K. Never use images that belong to or imply a violence theme
- L. Never use images that belong to or imply a military theme
- M. Never use images that are not environmentally friendly

The images in this section are for demonstration purposes only, commission a photoshoot or purchase license for use if needed for actual use. If you have any questions about choosing images for certain use cases, contact experts in the Brand Management System.

#### Statement for the use of the images in the Huawei Visual Identity Guidelines V2.0:

All the images within the Huawei Visual Identity Guidelines V2.0 are for demonstration purposes only. They should not be used for any other purposes (including but not limited to printing, airbrushing, digital marking, PowerPoint presentations, exhibitions, etc.). If any department needs to use the images within the Guidelines, they must contact the image suppliers to gain copyright permissions or shoot their own photos.



## 2.57

### Corporate Designated Font

Typography is an important asset of the visual identity system and help unify our communications and enhance our brand image. The official corporate fonts must be used in all designs and applications.

LanTing Hei (方正兰亭黑体), a Founder type, is the corporate Chinese Font, 3 weights are recommended for all Huawei communications:

- FounderType LanTing Hei Light (方正兰亭黑体细体)
- FounderType LanTing Hei Regular (方正兰亭黑体常规体)
- **FounderType LanTing Hei Bold (方正兰亭黑体粗体)**

(Remark: FounderType LanTing Hei series included a variety of fonts with different weights, the 3 fonts above are recommended for all Huawei communications, the other weights and font types are for supplementary use.)

Huawei Sans Family is the corporate English typeface. 3 weights are selected for all Huawei communications:

- Huawei Sans Light
- Huawei Sans Regular
- **Huawei Sans Bold**

(Remark: The 3 fonts above are recommended for all Huawei communications, the other weights and font types are for supplementary use.)

Reference the characteristics of the designated Chinese and English fonts, for other languages and purchase usage licenses accordingly. It is normal that the names of the fonts may change depending on the operating system of the region.

FounderType LanTing Hei - Light

方正兰亭黑体系列为华为专用中文字体

FounderType LanTing Hei - Regular

方正兰亭黑体系列为华为专用中文字体

FounderType LanTing Hei - Bold

方正兰亭黑体系列为华为专用中文字体

Huawei Sans - Light

abcdefghijklmnopqrstuvwxy0123456789

ABCDEFGHIJKLMNPOQRSTUVWXYZ

Huawei Sans - Regular

abcdefghijklmnopqrstuvwxy0123456789

ABCDEFGHIJKLMNPOQRSTUVWXYZ

Huawei Sans - Bold

abcdefghijklmnopqrstuvwxy0123456789

ABCDEFGHIJKLMNPOQRSTUVWXYZ

## 2.58

### Corporate System Font

**Corporate System Font is Huawei's alternative font option, and below are the circumstances for alternative font option usage:**

1. Under technological constraints such as digital communication platform, and PowerPoint document, text may appear garbled, missing font character, or auto replace with another font.
2. To enhance legibility when Corporate Designated Font have multiple unsolved paragraph breaks, and bad kerning and tracking.
3. When unable to auto replace characters under different language

System fonts for Chinese and English have been selected to accommodate these situations and alleviate any automatic default font switches.

Our Corporate and Keynote templates are all set using Microsoft YaHei Font Family (微软雅黑系列字体), and Arial. Both font families have regular and bold weights for use.

Reference the characteristics of the designated Chinese and English fonts for other languages and purchase usage licenses accordingly. It is normal that the names of the fonts may change depending on the operating system of the region. If you have any questions, contact experts in the Brand Management System.

Microsoft YaHei Font Family - Regular

微软雅黑系列为华为通用中文字体

Microsoft YaHei Font Family - Bold

微软雅黑系列为华为通用中文字体

Arial - Regular

abcdefghijklmnopqrstuvwxy0123456789  
ABCDEFGHIJKLMNopqrstuvwxyz

Arial - Bold

**abcdefghijklmnopqrstuvwxy0123456789**  
**ABCDEFGHIJKLMNopqrstuvwxyz**

# 3.0

## Stationery Application

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### Stationery Design System Standards

**Differentiation:** The design of Huawei stationery system must be differentiated from those of other brands and present the unique visual identity and experience of Huawei.

**Consistency:** Consistent use of Huawei visual identity elements (including Huawei logo, Huawei line, Huawei illustrations, corporate colors, corporate fonts, and corporate images) will help enhance Huawei's brand image and build brand awareness among internal and external audience.

**Compliance:** All materials produced by Huawei must comply with international and domestic industry standards and government regulations such as mailing requirements for envelopes or letterheads.



## 3.1 Name Card

### 1 Corporate Logo

Height: 15mm; bottom margin: 21mm; left margin: 7mm。

### 2 Chinese Name and Title

Font: FounderType LanTing Hei; top margin: 9mm

Name font size: 9pt

Title font size: 7pt

Leading: 9pt

### 3 Chinese Contact Information

Font: FounderType LanTing Hei

Corporate name font size: full name 7.5pt

Corporate address font size: full name 7pt, Leading 9pt

Contact information font size: 6.5pt, Leading: 7.8pt

### 4 Website

Font: Huawei Sans family; font size: 6.5pt; bottom margin: 48mm  
left margin: 7mm

### 5 English Name and Title

Font: Huawei Sans family, top margin: 9mm

Name font size: 9pt, title: 6.5Pt, leading: 7pt

### 6 English Contact Information

Font: Huawei Sans family

Corporate name font size: 7pt, leading: 8pt

Corporate address and contact information font size: 6.5pt

Leading: 8pt

**Red copy color specifications:** CMYK:0/100/100/20

**Black copy color specifications:**CMYK:0/0/0/100

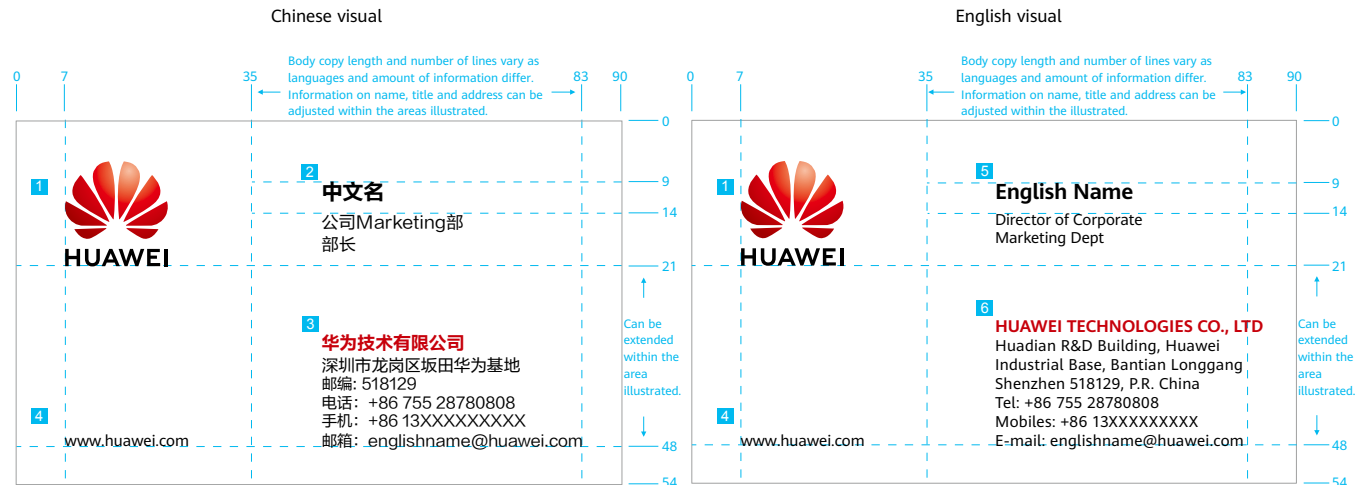
**Stock:** 250g Conqueror CX22 Diamond White, or recycled stationery paper with the same weight.

**Unit:** Millimeter (mm)

### Notes

If it is required by law, use the legal entity's company name. If there is no requirement by the law, use the registererd company name.

The address and contact information on the business card are for demonstration purposes; applicable only to Shenzhen, China. Each local office of Huawei will determine the relevant language for the business card to meet language needs of their region, English is required on the back side without exception. All information must be kept updated with actual address and contact information.



## 3.2 Letterhead, English

### 1 Corporate Logo

Width: 24mm; Top Margin: 15mm; Right Margin: 15mm

### 2 Contact Information

Font: Huawei Sans family; Font size: 8pt

Bottom margin: 265mm; left margin: 195mm

### 2 Contact Information

Font: Huawei Sans family; font size: 7.5pt; leading: 10pt;

Bottom margin: 282mm, left margin: 195mm

### 3 Website

Font: Huawei Sans family; font size: 8pt

Bottom margin: 282mm; right margin: 15mm

**Company name color specifications:** CMYK:0/100/100/20

**Black copy color specifications:** CMYK:0/0/0/100

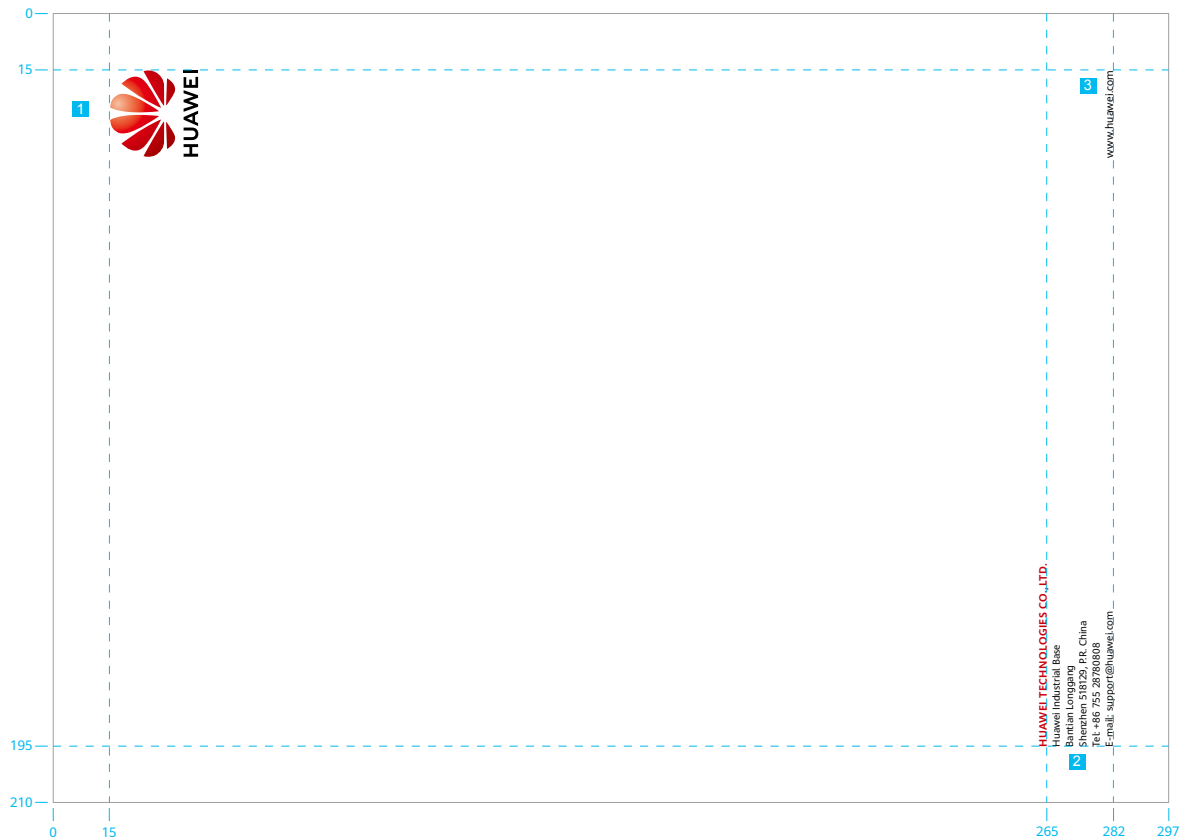
**Stock:** 120g Conqueror CX22 Diamond White, or or recycled stationery paper with the same weight

**Unit:** Millimeter (mm)

### Note

If required by law, use the legal entity's company name. If there is no requirement by the law, use the registered company name.

The address and contact information on the English letterhead are for demonstration purposes; applicable only to Shenzhen, China. Each local office of Huawei will determine the relevant language for the letterhead, to meet language needs of their region; All information must be updated with actual address and contact information.



## 3.3 Envelope, English

### 1 Corporate Logo

Height:20mm, Top Margin:12mm, Left Margin:15mm.

### 2 Company Name

Font: Huawei Sans family, font size: 8pt;  
bottom margin: 87mm; left margin: 15mm

### 2 Contact Information

Font: Huawei Sans family; font size: 8pt; leadng: 10pt  
bottom margin: 99mm; left margin: 15mm

### 3 Website

Font: Huawei Sans family; font size: 11pt; Center-aligned in grey flap

**Company name color specifications:** CMYK:0/100/100/20

**Black copy color specifications:** CMYK:0/0/0/100

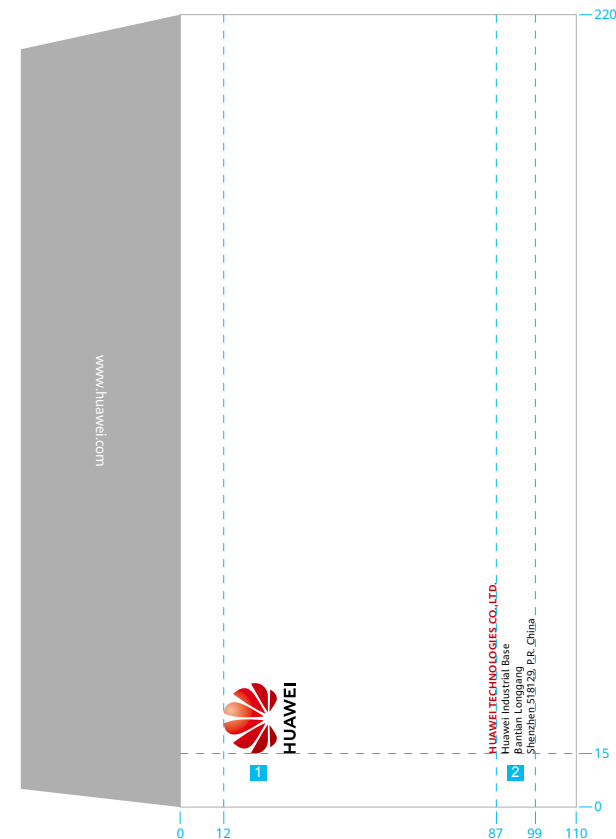
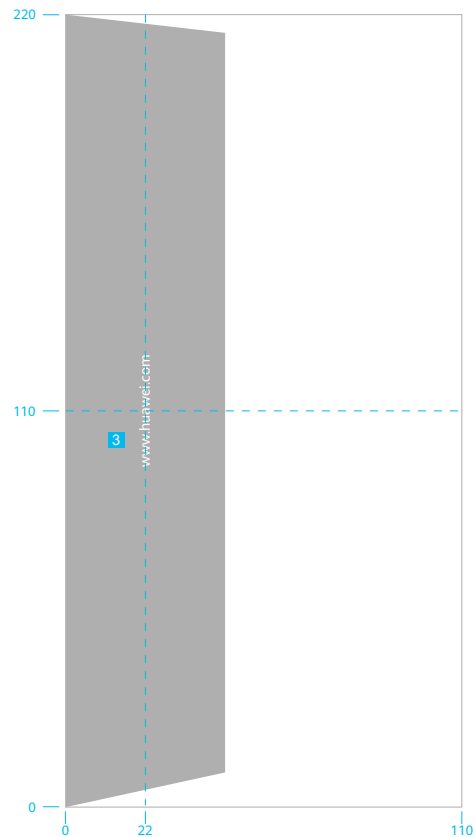
**Stock:** 120g Conqueror CX22 Diamond White, or recycled stationery paper with the same weight.

**Unit:** Millimeter (mm)

### Note

If required by law, use the legal entity's company name. If there is no requirement by the law, use the registererd company name.

The address and postal code information on the English envelop are for demonstration purposes; applicable only to Shenzhen, China. Each local office of Huawei will determine the relevant language for the address and postal code on the envelope to meet language needs of their region. All information must be kept updated with actual address and contact information.



## 3.4

### Fax Sheet, English

- 1 Corporate Logo**  
Height: 22mm; bottom margin: 37mm; right margin: 26mm
- 2 Contact Information**  
Font: Huawei Sans family  
Company name font size: 8pt; leading: 10pt  
Address, contact information font size: 8pt; leading: 10pt  
Bottom margin: 287mm; right margin: 10mm
- 3 Fax Subject**  
Font: Huawei Sans family; font size: 30pt;  
Bottom margin: 37mm, left margin: 183mm
- 4 Fax Message**  
English font: Huawei Sans family  
Font size: 8pt; leading: 18pt  
Bottom margin: 80mm, left margin: 183mm
- 5 Website**  
Font: Huawei Sans family; font size: 8pt  
Bottom margin: 287mm, left margin: 183mm

**Black line and black copy color specifications:** CMYK: 0/0/0/100

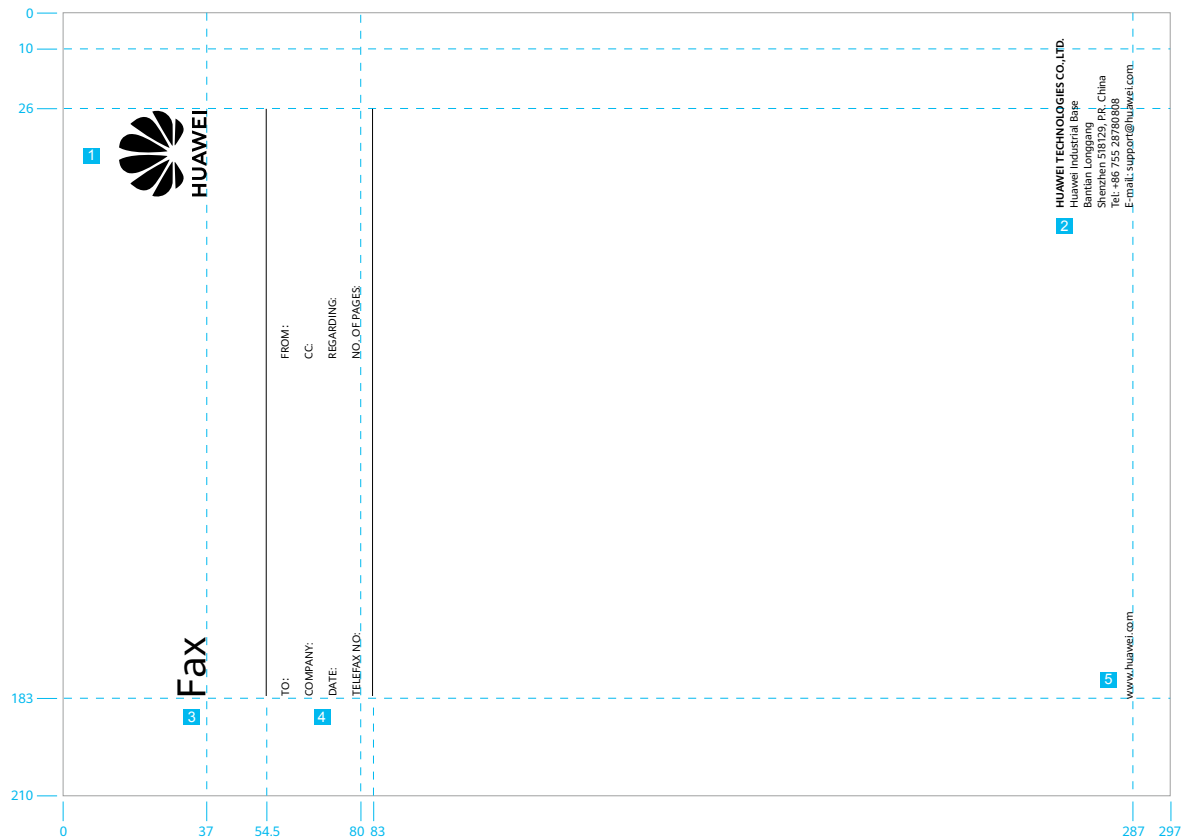
**Stock:** 120g Conqueror CX22 Diamond White or recycled stationery paper with the same weight

**Unit:** Millimeter (mm)

#### Note

If required by law, use the legal entity's company name. If there is no requirement by the law, use the registererd company name.

The address and contact information on the English fax sheet are for demonstration purposes; only applicable to Shenzhen, China. Each local office of Huawei will determine the relevant language for the address and postal code on the envelope to meet language needs of their region. All information must be kept updated with actual address and contact information.



## 3.5

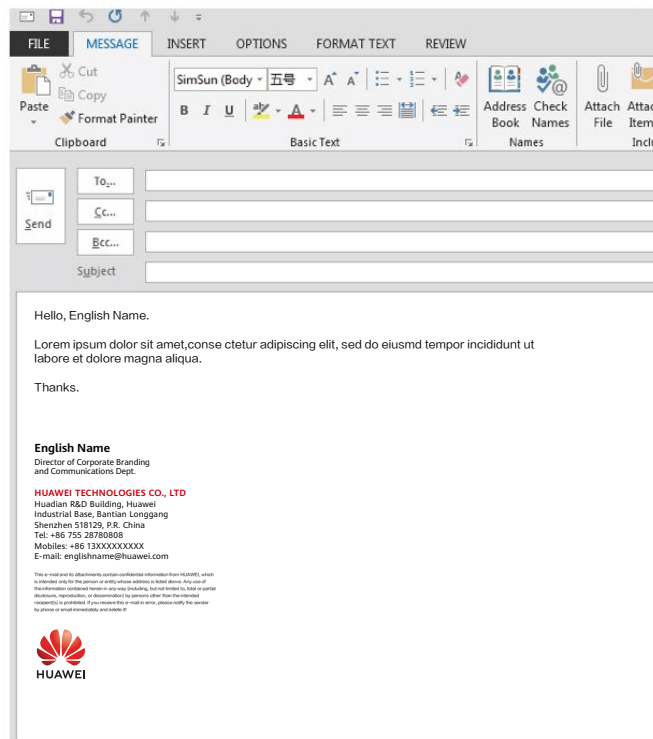
### Email Signature, English

- 1 **Name**  
Font: Huawei Sans family; font size: 16pt
- 1 **Department**  
Font: Huawei Sans family; font size: 10.5pt
- 2 **Company Name**  
Font: Huawei Sans family; font size: 12pt
- 3 **Contact Information**  
Font: Huawei Sans family; font size: 10.5pt
- 4 **Corporate Logo**  
Height (vertical lock-up): 15.5mm; Height (horizontal lock-up): 12mm
- 5 **Disclaimer**  
Font: Huawei Sans family; font size: 7pt

**Company name color specifications:** RGB:35/24/21  
**Black copy color specifications:** RGB:199/0/11

Applicable to all departments in Huawei Technologies Co. Ltd.

The address and contact information in the English email signature are for demonstration purposes; applicable only to Shenzhen, China. Each local office of Huawei will determine the relevant language for the address and contact information in the email signature to meet language needs of the region; Each department can customize their email signature. All information must be kept updated with actual address and contact information.



## 3.6

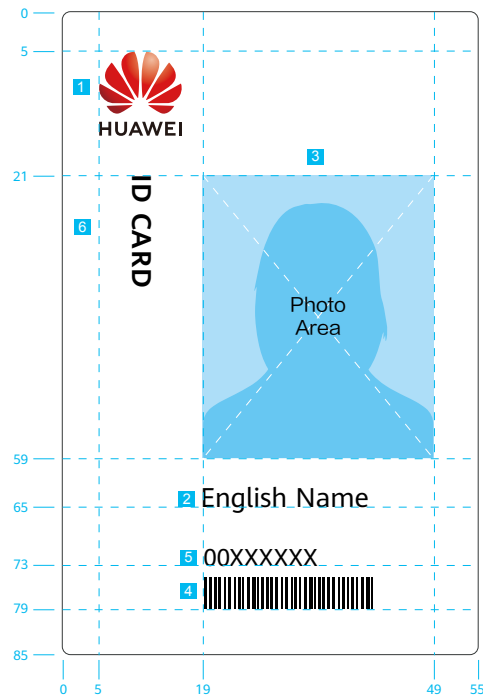
### Employee ID Card

- 1 Corporate Logo**  
Width: 11mm, Top Margin: 5mm, Right Margin: 5mm
- 2 Name**  
Font: Huawei Sans family; font size: 10pt  
Bottom Margin: 65mm, Left Margin: 19mm
- 3 Photo**  
Size: 30x38mm  
Bottom margin: 59mm; right margin: 49mm
- 4 Barcode**  
Size: 22X4mm, Bottom Margin: 79mm, Left margin: 19mm
- 5 Number**  
Font: Huawei Sans family, Font Size: 9pt  
Bottom margin: 73mm; left margin: 19mm
- 6 ID Card**  
Font: Huawei Sans family, Font Size: 10pt  
Top margin: 21mm, center aligned with corporate logo

**Black copy, number and barcode color specifications:** CMYK:0/0/0/100

**Unit:** Millimeter (mm)

The ID photo and barcode shown here are for demonstration purposes only, and they must be replaced with actual information for final production.



## 3.7

### Visitor ID Card

#### 1 Visitor card copy

Font: Huawei Sans family; font size: 16pt  
Bottom Margin: 39mm, Center-aligned

#### 2 Huawei Line

Bottom margin: 42mm, Center-aligned; weight: 0.5pt  
CMYK: 0/100/100/20

#### 3 Number

Bottom margin: 78mm, Center-aligned;  
Font: Huawei Sans family, Font Size: 13pt.

#### 4 Copy

Top margin: 5mm; left margin: 5mm;  
Font: Huawei Sans family, font size: 5pt, leading: 7pt

#### 5 Corporate logo

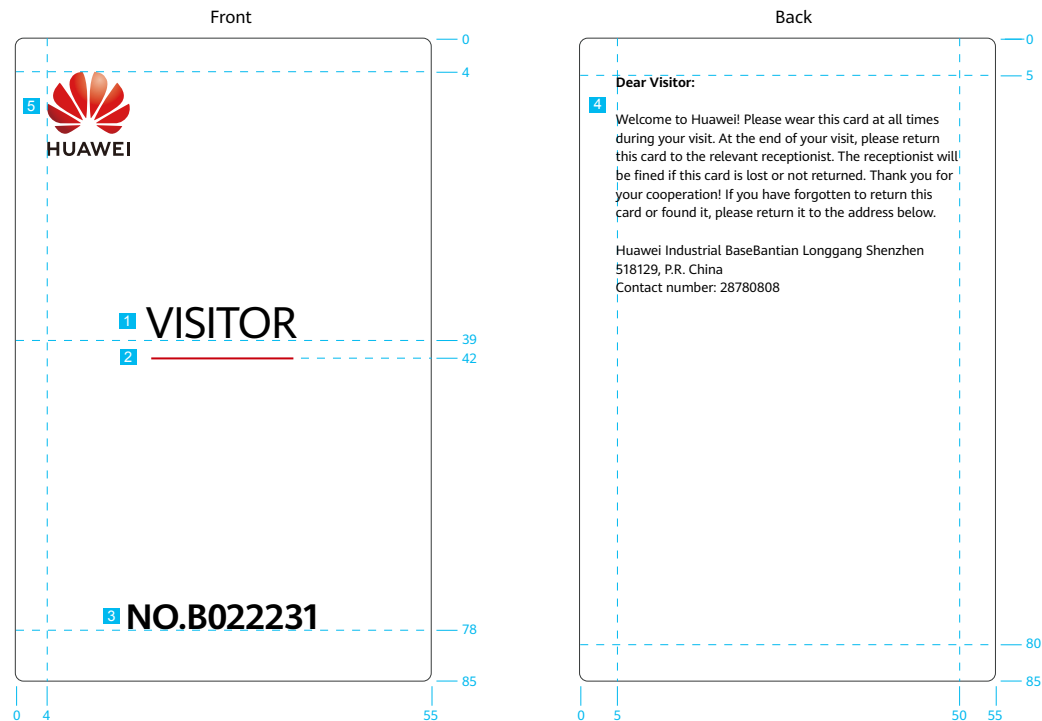
Top margin: 4mm; left margin: 4mm; height: 12mm.

**Huawei Line color specifications:** CMYK: 0/100/100/20

**Black copy color specifications:** CMYK:0/0/0/100

**Unit:** Millimeter (mm)

Number and back copy shown here are for demonstration purposes only, and they must be replaced with actual information for final production.



## 3.8

### English Invitation (Offline Print Version)

#### 1 Corporate logo (vertical layout)

Height: 22mm; bottom margin: 289mm; right margin: 202mm

#### 1 Corporate logo (horizontal layout)

Height: 22mm; bottom margin: 202mm; right margin: 289mm

#### 2 Headline (vertical layout)

Font: Huawei Sans family; font size: 29pt  
Top margin: 23mm; left margin: 18mm

#### 2 Headline (horizontal layout)

Font: Huawei Sans family; font size: 29pt  
Top margin: 23mm; left margin: 18mm

#### 3 Body copy (vertical layout)

Font: Huawei Sans family; font size: 9pt  
Top margin: 65mm; left margin: 18mm

#### 3 Body copy (horizontal layout)

Font: Huawei Sans family; font size: 9pt  
Top margin: 23mm; left margin: 100mm,

#### 4 Huawei Line

Top margin: 48mm; left margin: 18mm

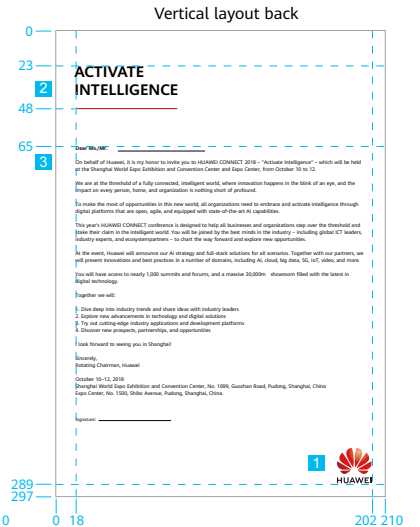
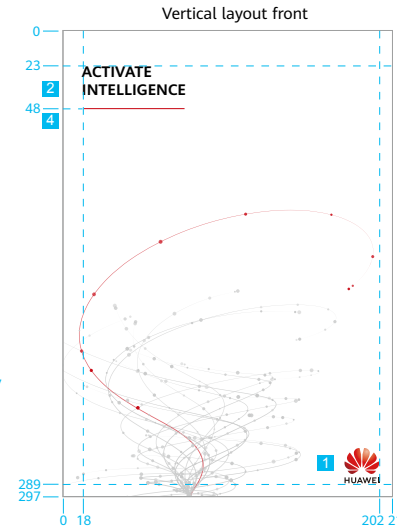
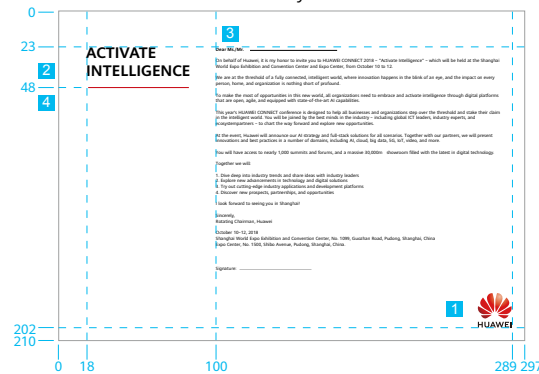
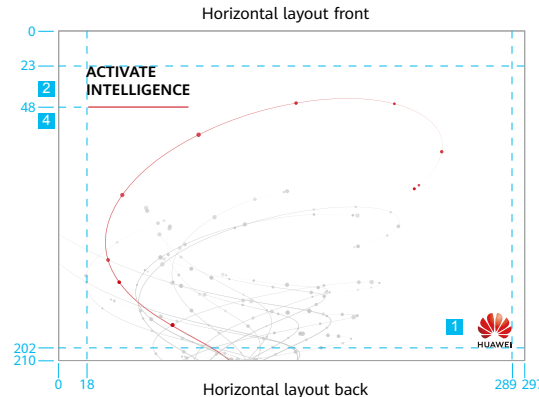
**Huawei Line color specifications:** CMYK:0/100/100/20

**Black copy color specifications:** CMYK:0/0/0/100

**Stock:** 120g Conqueror CX22 Diamond White or recycled stationery paper with the same weight

**Unit:** Millimeter (mm)

Image and copy shown here are for demonstration purposes only, and they must be replaced with actual information for final production, and submitted to the Brand Management System for approval.





## 3.9 Greeting Card, English

### 1 Horizontal layout back copy information

Font: Huawei Sans Family  
Font size: 28pt; Center-aligned.

### 1 Vertical layout back copy information

Font: Huawei Sans Family  
Font size: 28pt; Center-aligned.

### 2 Horizontal layout back Huawei Line

Weight: 1pt; bottom margin: 123mm, Center-aligned

### 2 Vertical layout back Huawei Line

Weight: 1pt; bottom margin: 170mm, Center-aligned

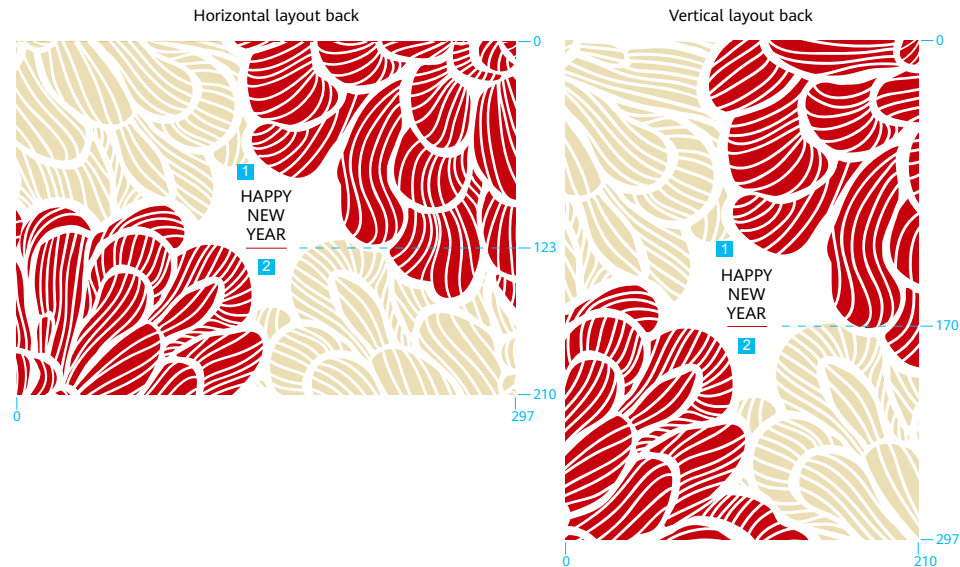
**Huawei Line color specifications:** CMYK:0/100/100/20

**Black copy color specifications:** CMYK:0/0/0/100

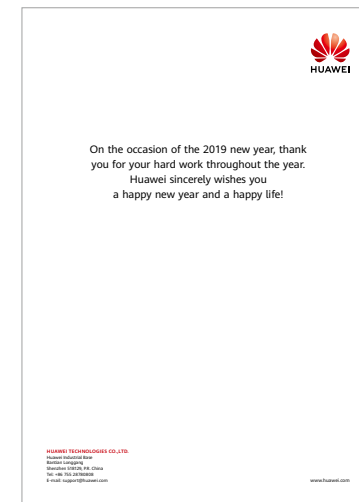
**Stock:** 120g Conqueror CX22 Diamond White or recycled stationery paper with the same quality

**Unit:** Millimeter (mm)

Image and copy shown here are for demonstration purposes only, and they must be replaced with actual information for final production, and submitted to the Brand Management System for approval.



### Inside page front



## 3.10 Paper Cup

### 8oz Paper Cup

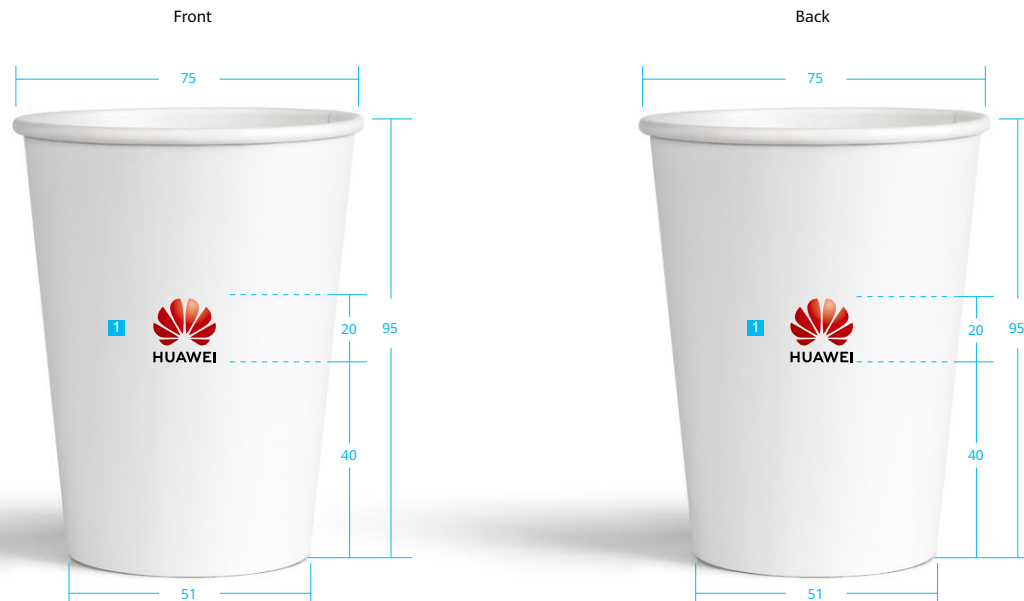
**Base diameter:** 51mm, **Opening diameter:** 75mm, **Height:** 95mm

#### 1 Corporate Logo

Bottom Margin: 40mm, Logo Height: 20mm

**Unit:** Millimeter (mm)

Rendering shown here is for illustrative purpose only, official artwork must be used when carrying out actual production.



## 3.11

### Paper Note Book

**1 Corporate Logo**

Height: 20mm, Align Centre

**2 Corporate Logo**

Height: 20mm, Bottom Margin: 202mm, Right Margin: 132mm

**3 Elastic Cotton Band Closure**

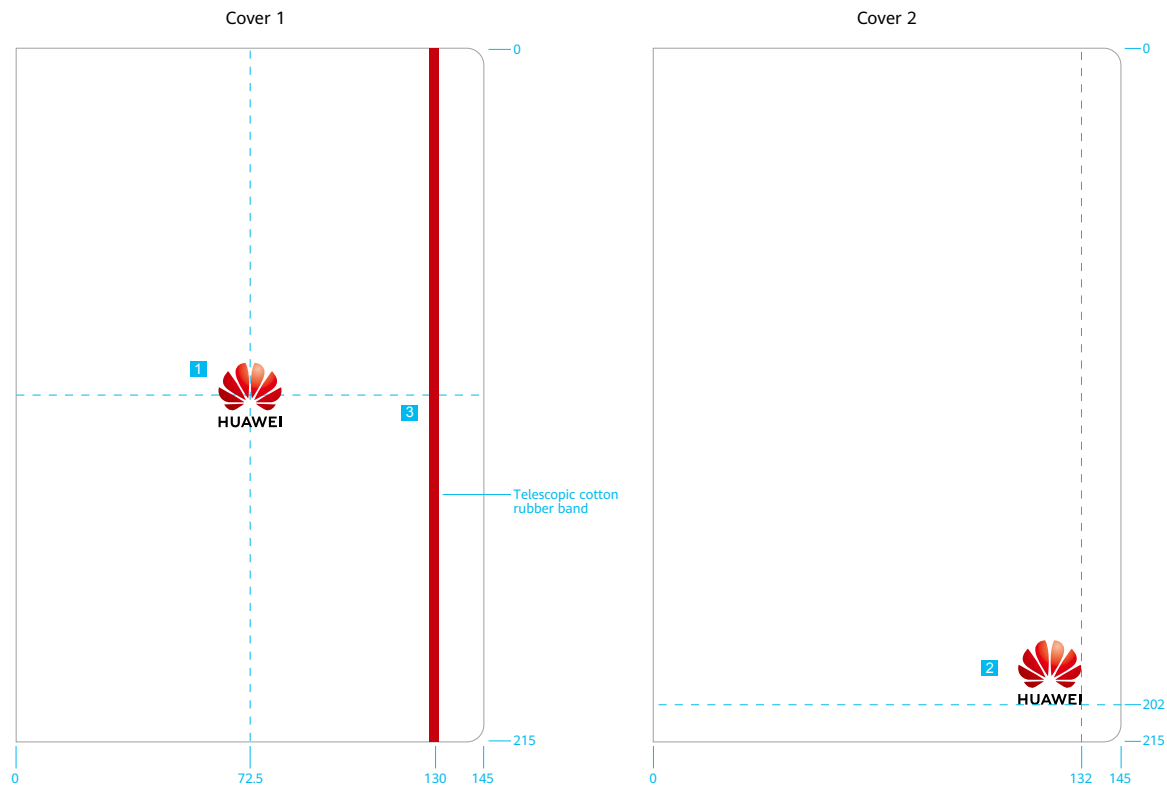
Width: 7mm; right margin: 130mm

Color specifications: CMYK 0/100/100/20

**Stock:** 300g Kraft Paper or imitation leather is recommended

**Unit:** Millimeter (mm)

Cover color is discretionary and be chosen from the Huawei corporate color palette.



## 3.12

### Office Supplies (Pens)

#### Logo Fabrication: Etching and sandblast

The pens shown here is for demonstration purposes only. It is recommended that the horizontal corporate logo should be used, and the logo with gradient red symbol or flat tone symbol can be chosen depending on the materials and manufacturing techniques of pens.

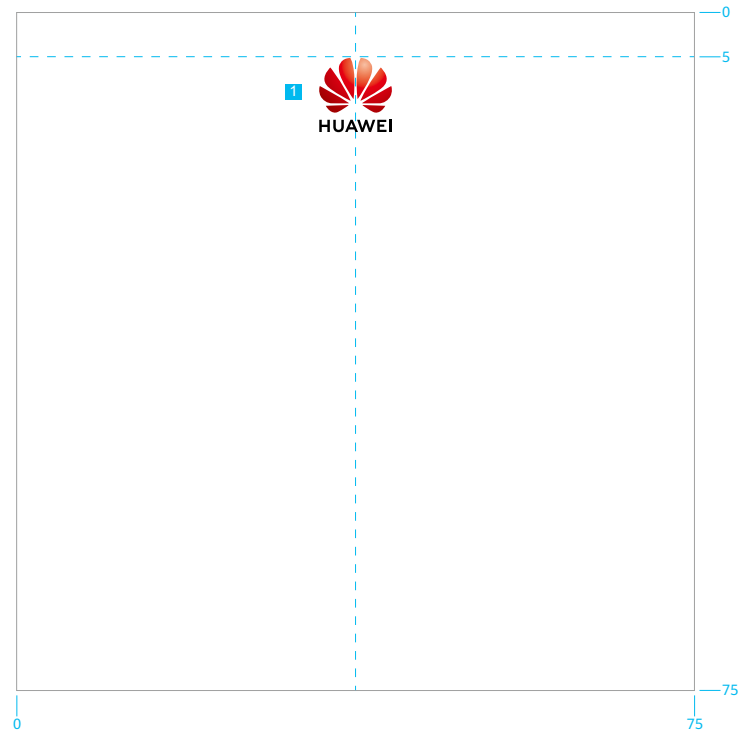


## 3.13 Memo Pad

**1 Corporate Logo**  
Height: 8mm, Top Margin: 5mm, Align Centre

**Stock:** 80g Conqueror CX22 Diamond White, or or recycled stationery paper with the same weight

**Unit:** Millimeter (mm)



## 3.14

### Brown Envelope

#### 1 Corporate Logo

Bottom Margin: 219mm; Left Margin: 281mm  
Height: 27mm

#### 2 English Company Name

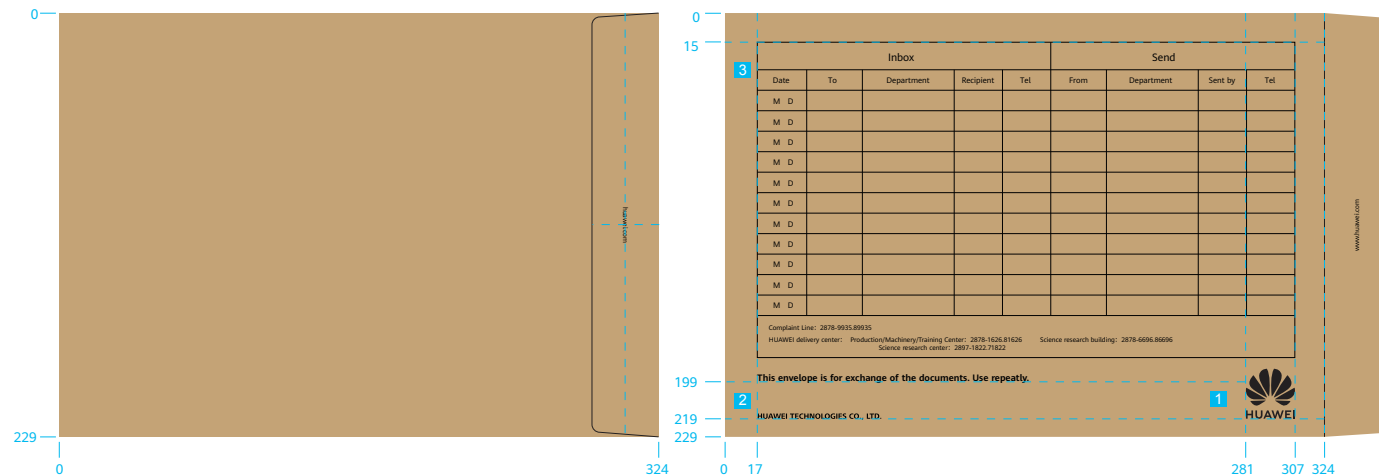
Bottom Margin: 219mm; Left Margin: 17mm  
Font Size: 12pt

#### 3 Form

Font: Huawei Sans Family  
Title Font Size: 16pt  
Description Font Size: 12pt  
Contact Font Size: 10pt  
Reminder Font Size: 14pt  
Top Margin: 15mm, Left Margin: 17mm

**Stock:** 250g Kraft Paper is recommended

**Unit:** Millimeter (mm)



## 3.15

### Paper Folder

#### 1 Corporate Logo

Bottom Margin: 155mm, Align Centre  
Height: 30mm

#### 2 Copy

English font: Huawei Sans family  
Top Margin: 134mm, Align Centre  
Font size: 9pt; leading: 14pt

#### 3 Huawei Line

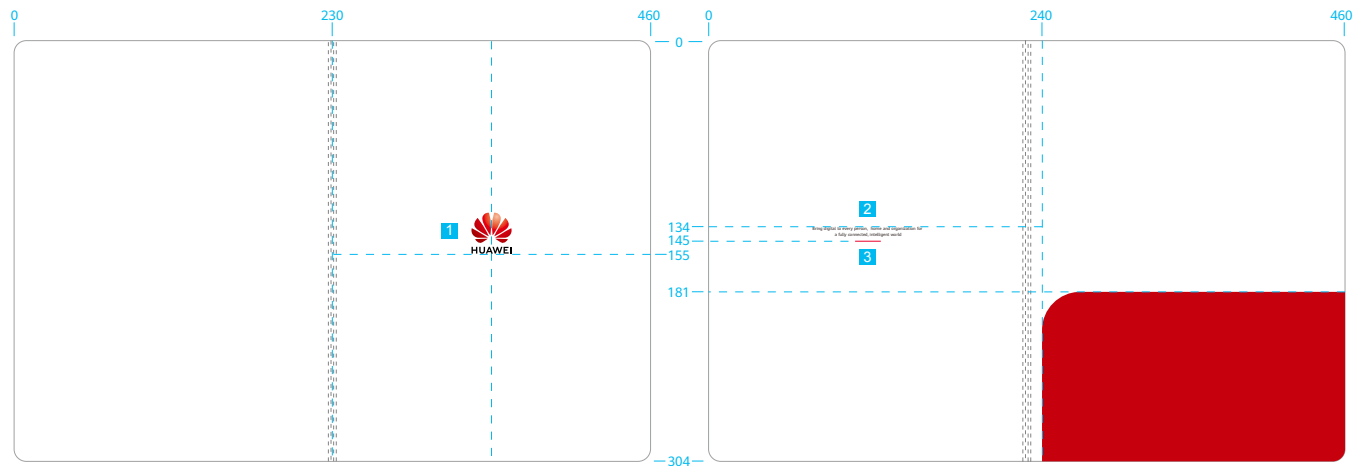
Top Margin: 145mm, Align Centre

**Huawei Line color specification:** CMYK:0/100/100/20

**Black copy color specification:** CMYK:0/0/0/100

**Stock:** 300g Conqueror CX22 Diamond White is recommended

**Unit:** Millimeter (mm)



## 3.16 Paper Bag (Large)

### 1 Vision and Mission

Top Margin: 342mm, Left Margin: 20mm  
 Chinese Font Size: 22pt, Leading: 28pt  
 English Font Size: 22pt; Leading: 26pt  
 Chinese: FounderType LanTing Hei family  
 English: Huawei Sans family

### 2 Huawei Line

Top Margin: 255mm, Left Margin: 135mm

### 3 Corporate Logo

Bottom Margin: 50mm, Align Centre, Height: 44.5

### 4 Website

Bottom Margin: 42mm, Font: Huawei Sans family, Font Size: 30pt

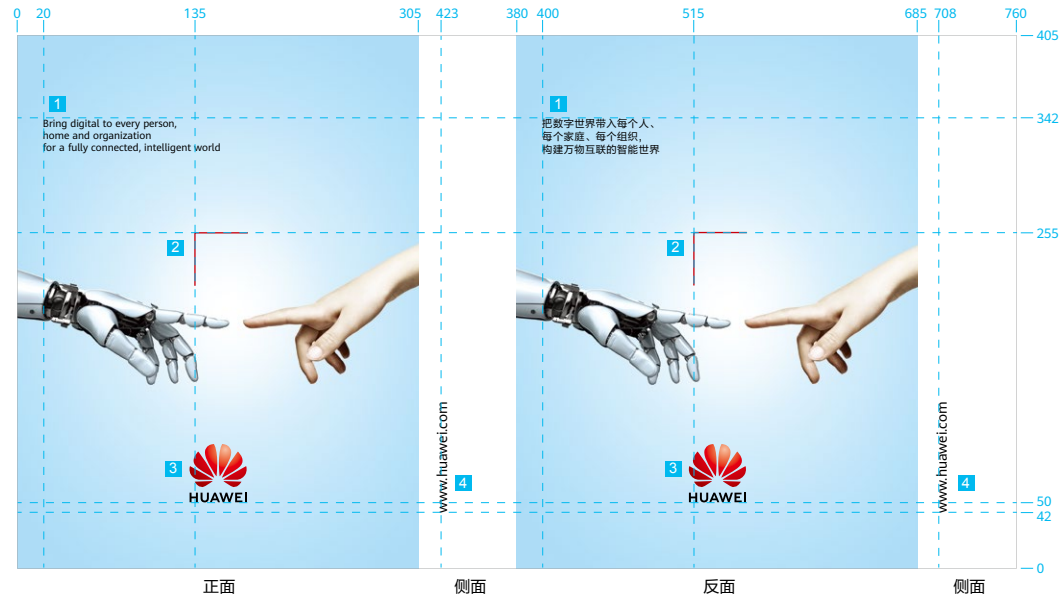
**Huawei Line and cotton rope color specifications:** CMYK: 0/100/100/20

**Black copy color specifications:** CMYK: 0/0/0/100

**Stock:** White Art Card (350g) with Spot UV is recommended

**Handles:** Good quality slightly firm round cotton rope

**Unit:** Millimeter (mm)



效果图



## 3.17 Paper Bag (Small)

### 1 Vision and Mission

Top Margin: 58mm, Left Margin: 16mm  
 Chinese Font Size: 17pt, Leading: 21pt  
 English Font Size: 17pt; Leading: 20pt  
 Chinese: FounderType LanTing Hei family  
 English: Huawei Sans family

### 2 Huawei Line

Top Margin: 122mm, Left Margin: 110mm

### 3 Corporate Logo

Bottom Margin: 292mm, Align Centre, Height: 34.5

### 4 Website

Bottom Margin: 292mm, Font: Huawei Sans family, Font Size: 30pt

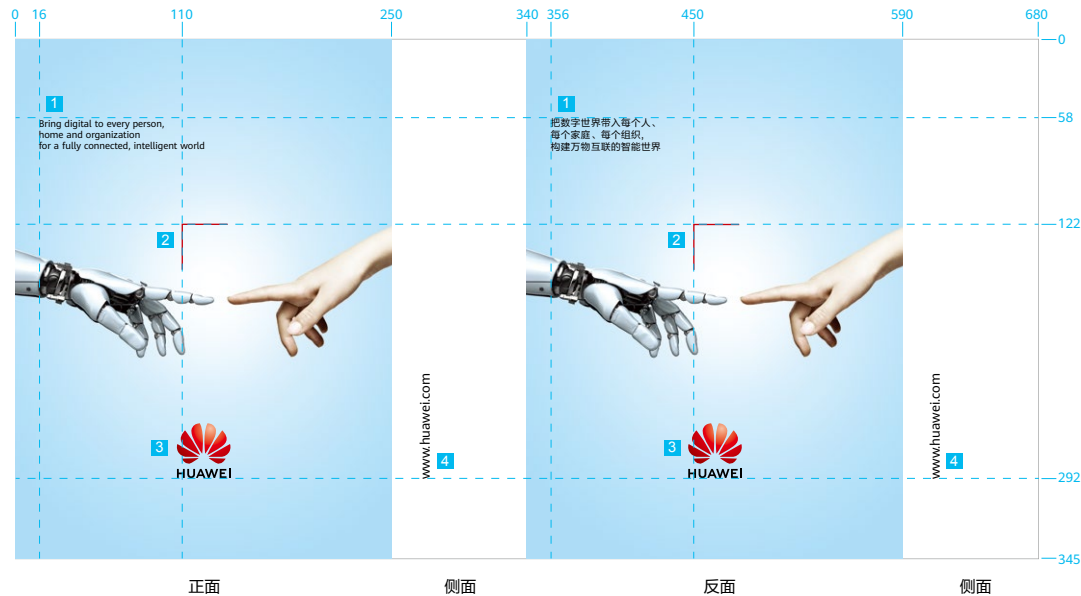
**Huawei Line and cotton rope color specifications:** CMYK: 0/100/100/20

**Black copy color specifications:** CMYK: 0/0/0/100

**Stock:** White Art Card (350g) with Spot UV is recommended

**Handles:** Good quality slightly firm round cotton rope

**Unit:** Millimeter (mm)



# 4.0

## Advertising Application

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### Advertising Design System Standards

**Differentiation:** The design of Huawei advertising system must be differentiated from those of other brands and present the unique visual identity and experience of Huawei.

**Recognition:** Advertising design must focus on and emphasize the core message. For example, the key object in the visual must be in the prime location of the layout; copy, corporate logo, and Huawei Line are clearly visible for maximum recognition.

**Consistency:** Consistent layout and use of visual identity elements to create a strong brand image and enhance brand awareness and recognition. This includes, but is not limited to the use of the Huawei logo, Huawei Line, Huawei colors, Huawei fonts, and Huawei illustrations and image styles.

**Creativity:** The concept, key message and visuals used in the Huawei Advertising design must meet all the communications objectives of the creative brief. The creative thinking and design must evoke an emotional response, engagement, excitement, and connections, with both internal and external audiences.

## 4.1

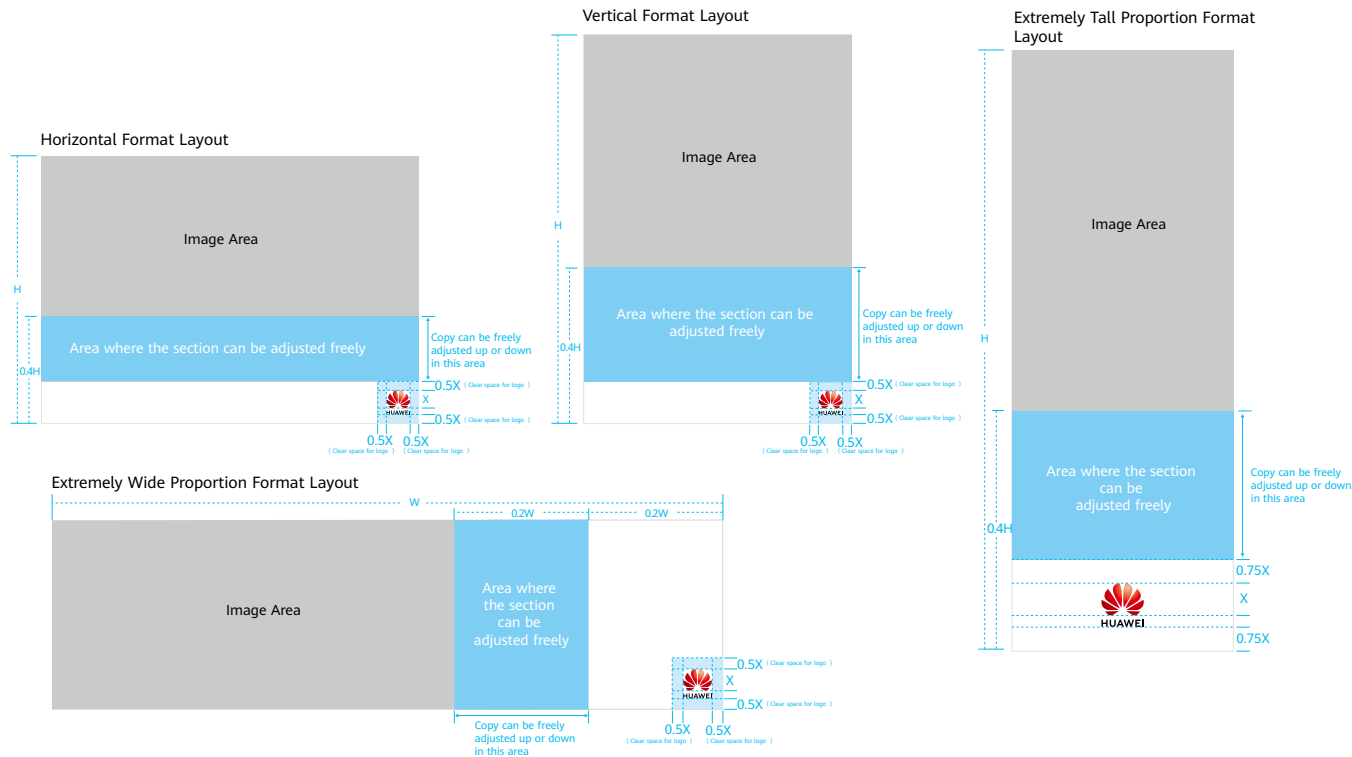
### Advertising Design Layout Principle & Guide

The following pages cover the design specifications for the two approved advertising layouts: full page and sectional advertising.

#### Principle for Adjusting White area in section Layout

The advertising area of the sectional layout, demonstrated here, is flexible and can be adjusted according to actual needs; copy can be placed inside the defined area and copy positioned either on the top or the lower part of the space.

The white area is the determined minimum size, and the blue area can be adjusted to meet the needs of actual content. The placement of the corporate logo is for demonstration purposes only; alternate placement may be required for depending on the particular advertisement. Refer to Sections 4.4-4.9 in this guideline for detailed specifications.



## 4.2 Advertising Design Layout Extension

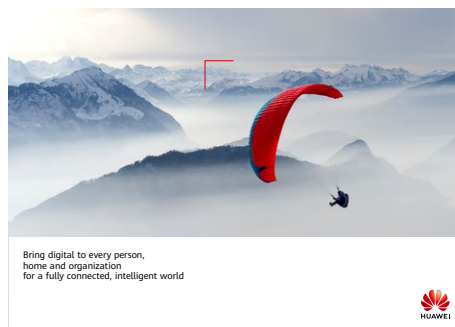
Huawei advertising has 2 layouts: full-page and sectional layouts. This section demonstrates the use of Huawei Line A in sectional layouts of different dimensions, including typical horizontal and vertical layouts, extremely proportioned horizontal and vertical layouts, and how the same copy and key visual can be extended to different sizes.

### Principle for choosing between sectional and full-page layouts

It is recommended to use the sectional layout when the image cannot support optimal logo and content legibility against the chosen advertising image. Either the sectional or full-page layout option can be used when the visibility of the logo is not an issue.

The placement of corporate logo here is for demonstration purposes only and alternate placement of the logo may be required depending on actual needs. Refer to Sections 4.4-4.9 in this Guidelines for detailed specifications.

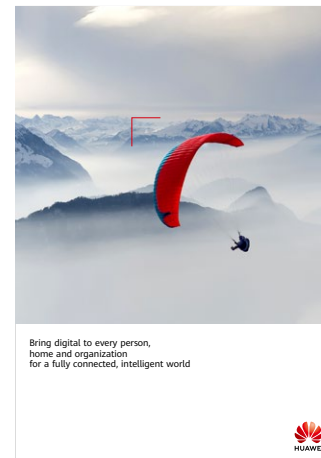
Horizontal Format Layout



Extremely Wide Proportion Format Layout



Vertical Format Layout



Extremely Tall Proportion Format Layout



## 4.2 Advertising Design Layout Extension

Huawei advertising has 2 layouts: full-page and sectional layouts. This section demonstrates the use of Huawei Line A in sectional layouts of different dimensions, including typical horizontal and vertical layouts, extremely proportioned horizontal and vertical layouts, and how the same copy and key visual can be extended to different sizes.

### Principle for choosing between sectional and full-page layouts

It is recommended to use the sectional layout when the image cannot support optimal logo legibility against the chosen advertising image. However, content can be integrated with the image legibility of the copy can be guaranteed. Either the sectional or full-page layout option can be used when the visibility of the logo is not an issue.

The placement of corporate logo here is for demonstration purposes only and alternate placement of the logo may be required depending on actual needs. Refer to Sections 4.4-4.9 in this Guidelines for detailed specifications.

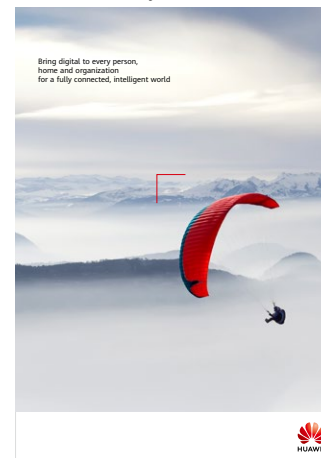
Horizontal Format Layout



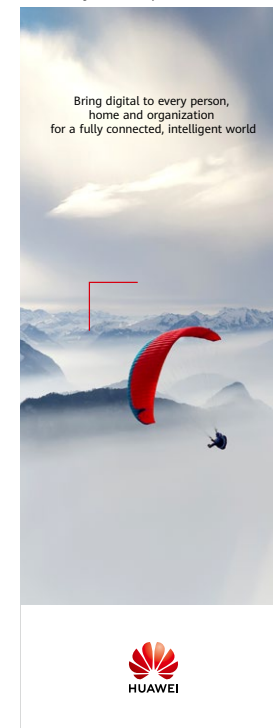
Extremely Wide Proportion Format Layout



Vertical Format Layout



Extremely Tall Proportion Format Layout



## 4.3

### Advertising Full Bleed Image Layout Extension

Huawei advertising has 2 layouts: full-page and sectional layouts. This section demonstrates the use of Huawei Line A in sectional layouts of different dimensions, including typical horizontal and vertical layouts, extremely proportioned horizontal and vertical layouts, and how the same copy and key visual can be extended to different sizes.

#### Principle for choosing between sectional and full-page layouts

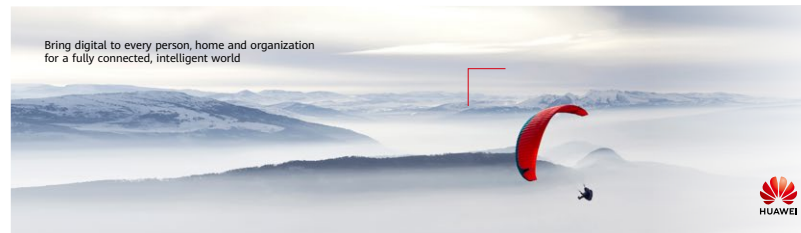
It is recommended to use the sectional layout when the image cannot support optimal logo legibility against the chosen advertising image. Either the sectional or full-page layout option can be used when the visibility of the logo is not an issue.

The placement of corporate logo here is for demonstration purposes only and alternate placement of the logo may be required depending on actual needs. Refer to Sections 4.4-4.9 in this Guidelines for detailed specifications.

Horizontal Format Layout With Full Bleed Image



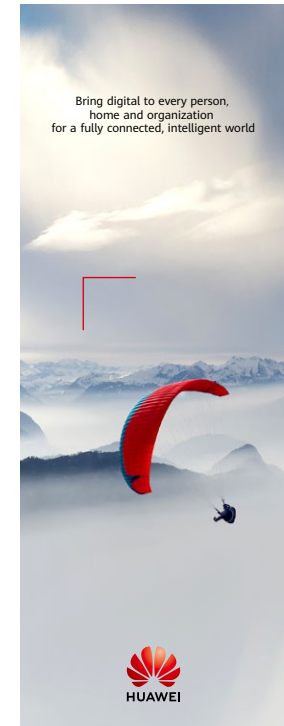
Extremely Wide Proportion With Full Bleed Image



Vertical Format Layout With Full Bleed Image



Extremely Tall Proportion With Full Bleed Image



## 4.4

### Print Advertising

#### 1 Corporate Logo (Vertical Layout)

Bottom Margin: 287mm, Right Margin: 200mm  
Height: 22mm

#### 1 Corporate Logo (Horizontal Layout)

Bottom Margin: 200mm, Right Margin: 287mm  
Height: 22mm

#### 2 Headline (Vertical Layout)

Top Margin: 20mm, Left Margin: 20mm  
Font: Huawei Sans Family (English)  
Headline Font Size: 15pt, Leading: 18pt  
Sub-heading Font Size: 10pt, Leading: 12pt

#### 2 Headline (Horizontal Layout)

Top Margin: 27mm, Right Margin: 287mm  
Font: Huawei Sans Family (English)  
Headline Font Size: 15pt, Leading: 18pt  
Sub-heading Font Size: 10pt, Leading: 12pt

#### 3 Huawei Line

The Huawei Line can be adjusted according to the focus subject in the visual. Weight: 1pt

#### 4 White Section

Height: 38mm, at the bottom of layout

**Huawei Line Color Specification:** CMYK: 0/100/100/20

**Black Copy Color Specification:** CMYK: 0/0/0/100

**Unit:** Millimeter (mm)

Image and copy shown here are for demonstration purposes only, and they must be replaced with actual information for final production.



## 4.5

### Print Advertising (Co-branding)

#### 1 Co-branding Logo (Vertical Layout)

Bottom Margin: 289mm, Right Margin: 200mm,  
Height: 12mm

#### 1 Corporate Logo (Horizontal Layout)

Bottom Margin: 202mm, Right Margin: 287mm,  
Height: 12mm

#### 2 Headline (Vertical Layout)

Top Margin: 20mm, Left Margin: 116mm,  
Font: Huawei Sans Family,  
Headline Font Size: 15pt, Leading: 18pt;  
Sub-heading Font Size: 10pt, Leading: 15pt;

#### 2 Headline (Horizontal Layout)

Top Margin: 20mm, Right Margin: 158mm,  
Font: Huawei Sans Family (English),  
Headline Font Size: 15pt, Leading: 18pt;  
Sub-heading Font Size: 10pt, Leading: 15pt.

#### 3 Huawei Line

The size of the Huawei Line should be adjusted according to the focus subject as well as the size of Huawei corporate logo to ensure balance and the corporate logo is not diminished or overpowered by other elements, Weight: 1pt.

**Huawei Line Color Specification:** CMYK: 0/100/100/20;

**Black Copy Color Specification:** CMYK: 0/0/0/100.

**Unit:** Millimeter (mm)

Image and copy shown here are for demonstration purposes only, and they must be replaced with actual information for final production.

Refer to Section 2.14 Co-branding Logo Guidelines for use of Huawei co-branding guidelines.





## 4.6

### Billboard

#### 1 Corporate Logo (1:2.5 Full-page Visual Layout)

Height of symbol of corporate logo is defined as X, the distance between the corporate logo and the edge is 0.5X

#### 1 Corporate Logo (1:4 Sectional Layout)

Height of symbol of corporate logo is defined as X, the distance between the corporate logo and the edge is X

#### 2 Headline

Font: Huawei Sans Family, the placement of headline can be adjusted accordingly to needs

#### 3 Huawei Line

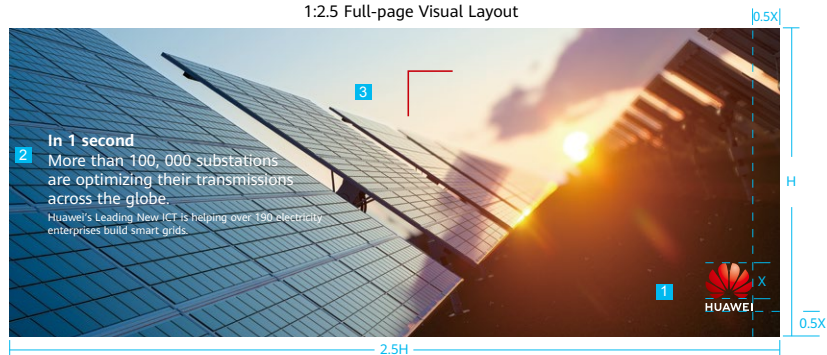
Placement of Huawei Line can be determined based on the subject in focus in the visual. The weight of the Huawei Line can be adjusted according to the size of the layout

**Huawei Line Color Specification:** CMYK: 0/100/100/20

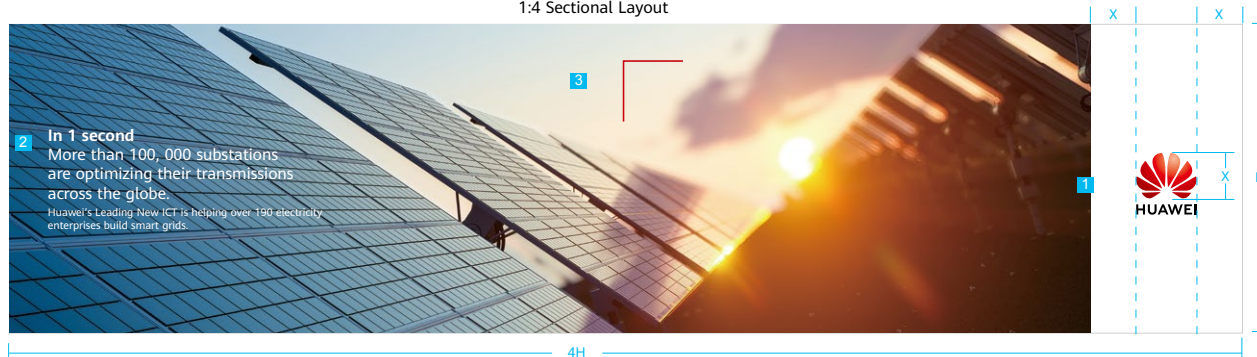
**White Copy Color Specification:** CMYK: 0/0/0/100

Image and copy shown here are for demonstration purposes only, and they must be replaced with actual information for final production.

1:2.5 Full-page Visual Layout



1:4 Sectional Layout



## 4.7 Poster

### 1 Corporate Logo (Vertical Layout)

Bottom Margin: 287mm, Right Margin: 200mm  
Height: 22mm

### 1 Corporate Logo (Horizontal Layout)

Bottom Margin: 200mm, Right Margin: 287mm  
Height: 22mm

### 2 Headline (Vertical Layout)

Font: Huawei Sans Family  
Top Margin: 28mm, Left Margin: 17mm  
Headline Font Size: 15pt, Leading: 18pt  
Sub-heading Font Size: 12pt, Leading: 15pt

### 2 Headline (Horizontal Layout)

Font: Huawei Sans Family  
Top Margin: 20mm, Right Margin: 17mm  
Headline Font Size: 15pt, Leading: 18pt  
Sub-heading Font Size: 12pt, Leading: 15pt

### 3 Huawei Line

Weight: 1pt  
Can be adjusted according to the focus subject in the visual

### 4 White Space

Height: 42mm, at the bottom of layout

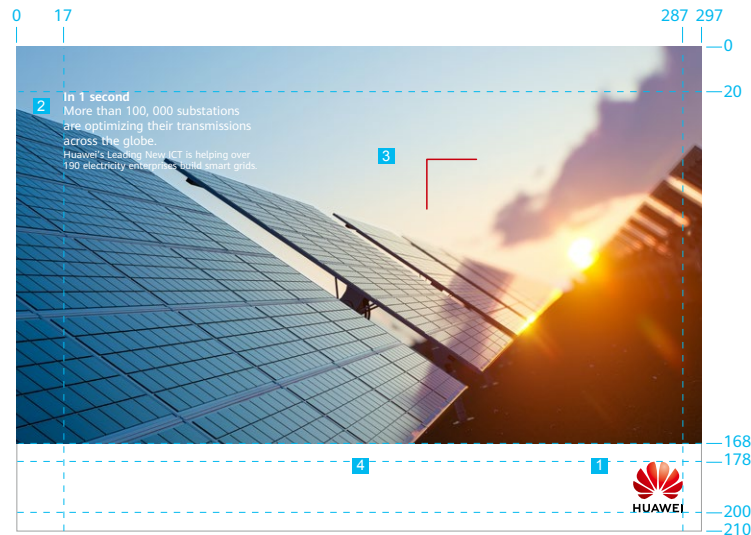
**Huawei Line Color Specification:** CMYK: 0/100/100/20

**Black Copy Color Specification:** CMYK: 0/0/0/100

**White Copy Color Specification:** CMYK: 0/0/0/0

**Unit:** Millimeter (mm)

Image and copy shown here are for demonstration purposes only, and they must be replaced with actual information for final production.



## 4.8

### Online Advertising

**Layout size 300 x 250 px**

**1 Corporate Logo**

140 x 30px, top left corner on layout

The horizontal corporate logo lock-up is recommended to ensure logo legibility in small size layout

**2 Headline**

Font: Huawei Sans Family, Font Size: 20pt

**Layout size: 468 x 60px**

**1 Corporate Logo**

85 x 18 px, extremely wide proportioned horizontal layout

The horizontal corporate logo lock-up is recommended to ensure legibility in small size layout, aligned right to the text and vertically centered in the given space

**2 Headline**

Font: Huawei Sans Family, Font Size: 11pt (headline)

**Huawei Line Color Specification:** CMYK: 0/100/100/20

**Black Copy Color Specification:** CMYK: 0/0/0/100

Image and copy shown here are for demonstration purposes only, and they must be replaced with actual information for final production.

300 X 250 px



468 X 60 px



## 4.9

### Social Media Advertising

Layout size 600 x 300 px

**1 Corporate Logo**

150 x 33px, top left corner on layout

The horizontal corporate logo lock-up is recommended to ensure logo legibility in small size layout

**2 Headline**

Font: Huawei Sans Family, Font Size: 22pt

**Huawei Line Color Specification:** CMYK: 0/100/100/20

**Black Copy Color Specification:** CMYK: 0/0/0/100

Image and copy shown here are for demonstration purposes only, and they must be replaced with actual information for final production.

600 X 300 px



# 5.0

## Digital Multi-media

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### Digital Multimedia Design System Standards

**Differentiation:** The design of Huawei digital multimedia system must be differentiated from those of other brands and present the unique visual identity and experience of Huawei.

**Consistency:** Consistent use of Huawei visual identity elements (including Huawei logo, Huawei line, Huawei illustrations, corporate colors, corporate fonts, and corporate images) will help enhance Huawei's brand image and build brand awareness among internal and external audience.

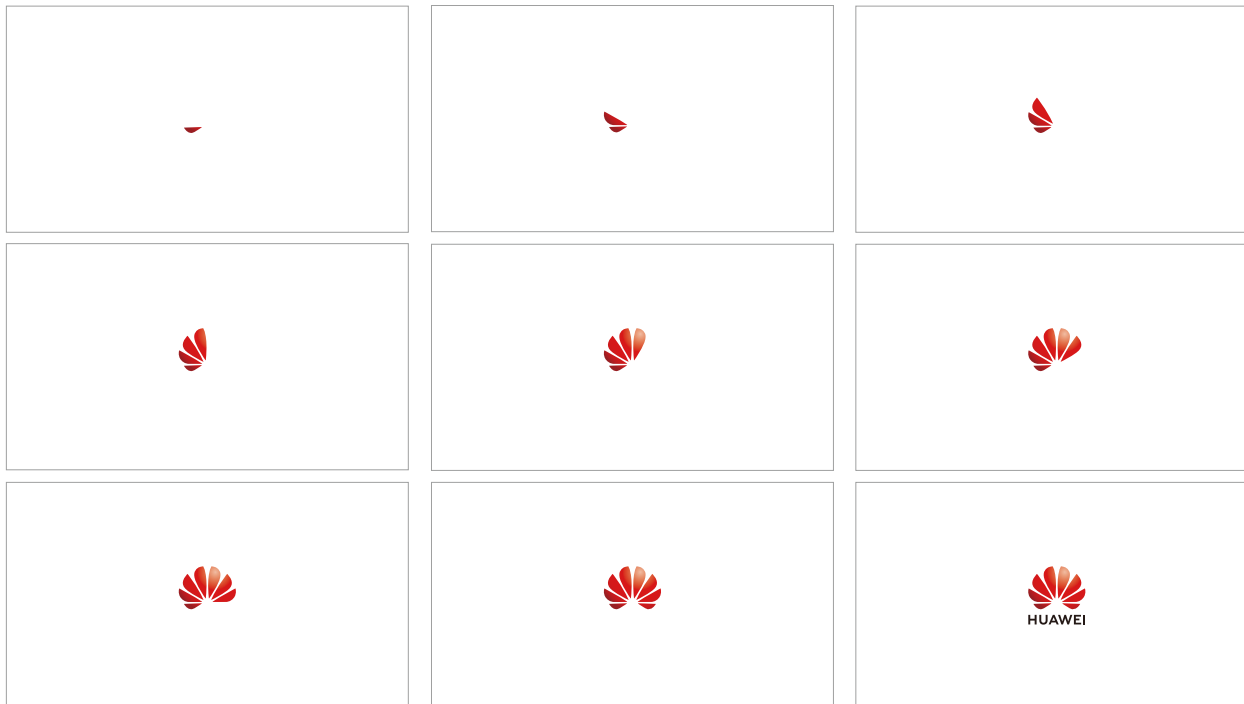
**Compatibility:** The design of Huawei multimedia system should be compatible with all digital multimedia platforms to bring a new, smooth digital experience to audience.

## 5.1 Logo Animation

The corporate logo animation should be used as an opening or end sequence of a presentation.

This section shares the animation storyboard of the corporate logo; the length of the animation should be kept between 2-3 seconds and a halo effect can be applied as the symbol unfolds. The final frame must present the vertical logo lock-up with the color of gradient red for 1 second.

Both black and white background can be used for animation. Refer to Section 2.0 for details in corporate logo usage.



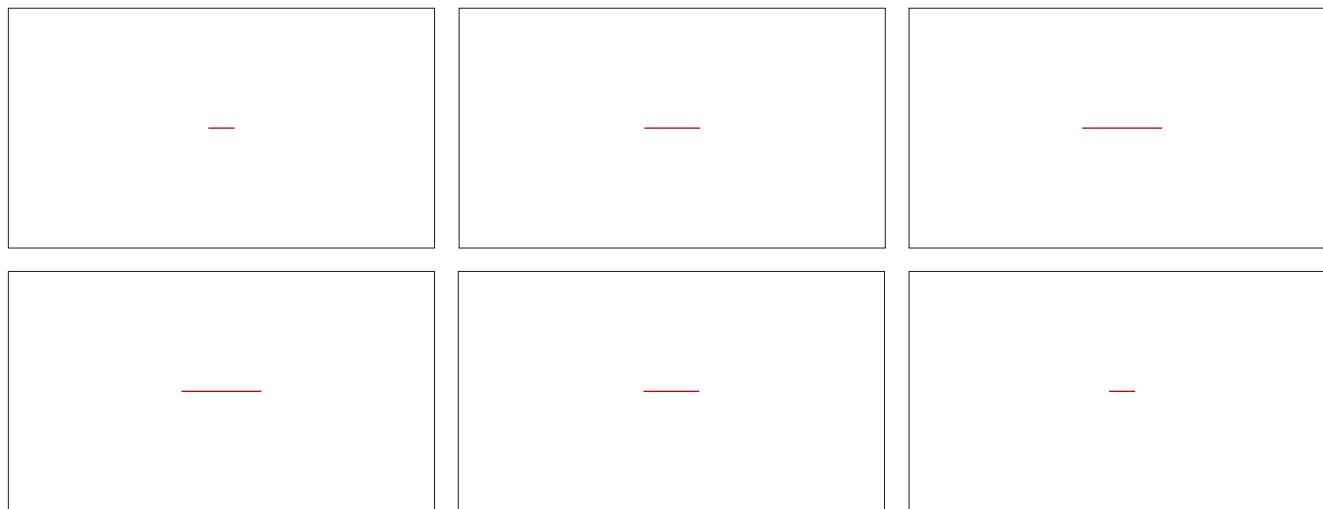
## 5.2

### Website Loading

This page shares the storyboard for website loading the length should be kept between to 2-3 seconds with the Huawei Line fading in from the left side of the screen and fading out as it progresses to the right.

Huawei Line weight is set to be 1pt; coporate color in RGB: 199/0/11.

2-3s

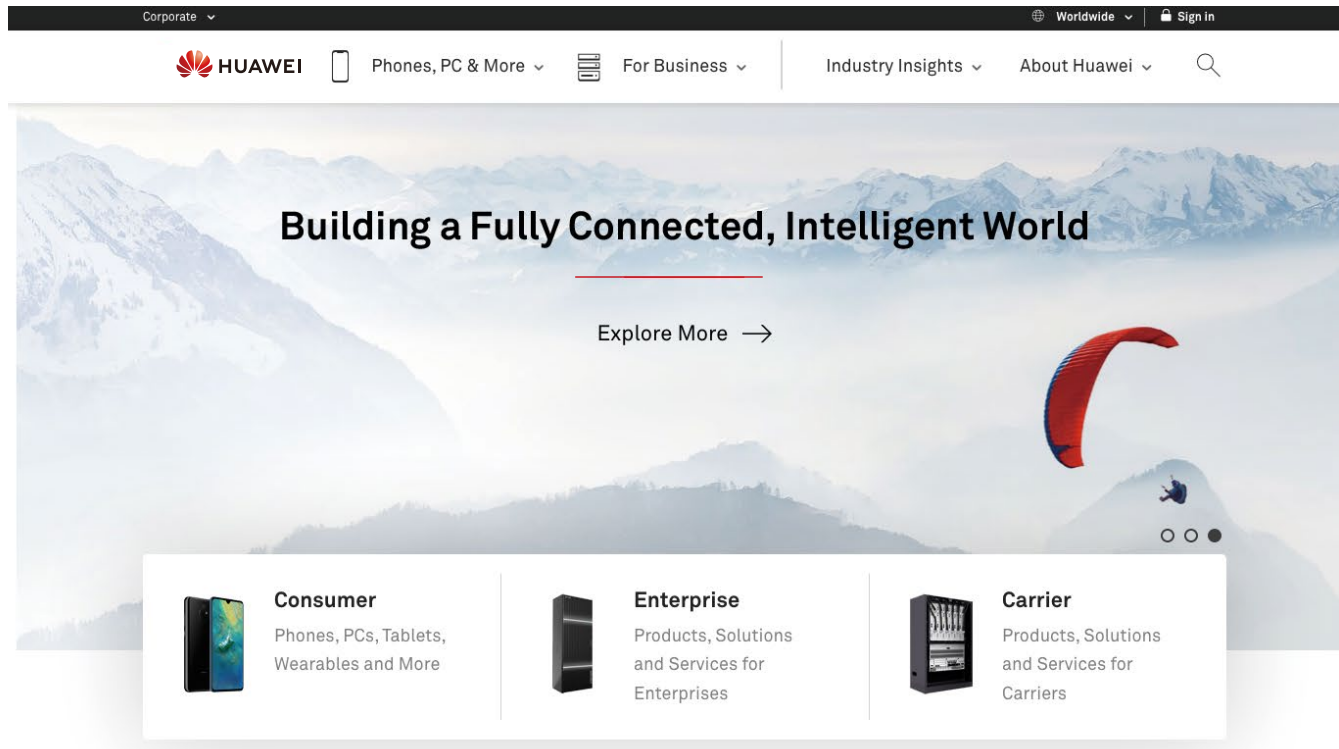


## 5.3

### Corporate Website Group Homepage Logo

This page demonstrates the position of the corporate logo for the group website. The gradient horizontal logo lock-up is recommended due to space limitation.

The image here is for demonstration purposes only. Refer to logo placement detailed in this Guidelines for final production.





## 5.4 Social Media Profile

Squares and circles are often used for profile demonstration on social media. The proportion outlined in this guideline must be strictly followed to ensure consistency across various platforms; refer to Section 2.13 in this guideline for details.



## 5.5 EDM

### 1 Corporate Logo

Size: 150 x 33px; height of corporate logo is defined as X; the distance between corporate logo and the edge of section is 0.5X

### 2 Headline

Font: Huawei Sans family (English)  
Font Size: 14pt (English)

### 3 Huawei Line

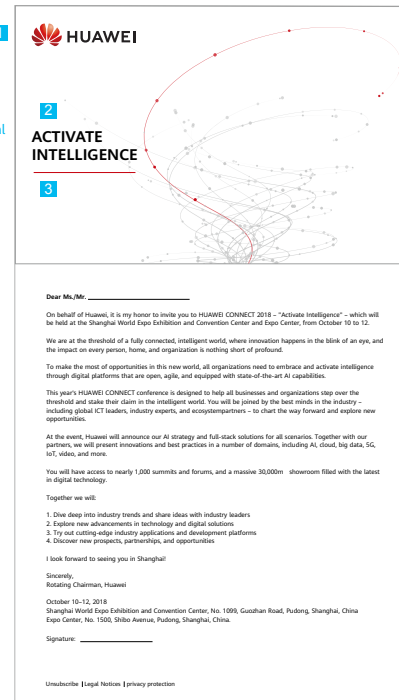
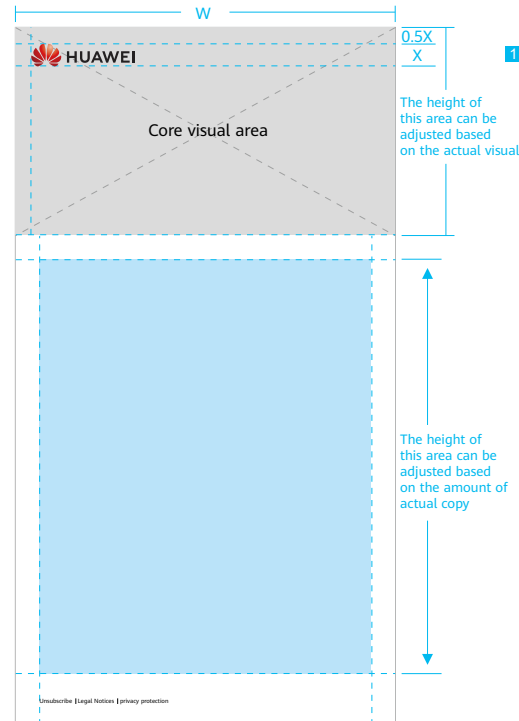
Placement of Huawei Line can be determined based on the key subject in the visual

**Huawei Line Color Specification:** RGB:199/0/11

**Black Copy Color Specification:** RGB:35/24/21

The recommended width that meets industry standards is 600px. The Huawei corporate font is recommended to be used for headline for EDM and the Huawei system font for body copy.

Image and copy provided here are for demonstration purposes only. The content of business department should be used when making EDM. Please submit the design to the Brand Management System for approval.



## 5.6 PowerPoint Template (Regular Use, White Version)

### Application Scenario

1. Daily use in office for external and internal communications
2. Corporate Office operating system, 16:9 screensize
3. Exhibition hall, exhibition, display, e.g. flagship event exhibition areas and sessions, company exhibition hall, etc.

### 1 Cover Headline

English: Arial 32pt

### 2 Cover Department, Author and Date

English: Arial 14pt

### 3 Table of Content Copy

English: Arial 22pt

### 4 Inside Page Headline

English: Arial 32pt

### 5 Chart

English Headline: Arial; font size: 18-24pt

### 6 Back Cover Content

Date and time must be updated based on the actual editing time the PPT; all other information as well as the design of the back cover is fixed, and alteration is not allowed

**Huawei Line Color Specification:** RGB:199/0/11

**Dark Grey Copy Color Specification:** RGB:89/87/87

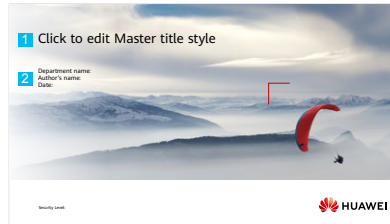
**Color Specification for chart:** Always use Huawei brand color and secondary colors; refer to Section 2.23-2.30 for detailed specifications

For PowerPoint templates of various sizes, download them IN the Brand Management System on W3.

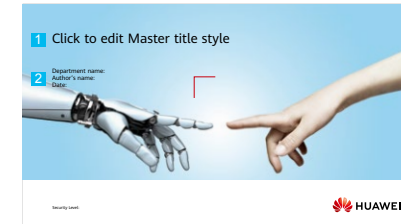
### Brand Management System link:

<http://w3.huawei.com/hdsms/?brand=1#brand/common/home.html>

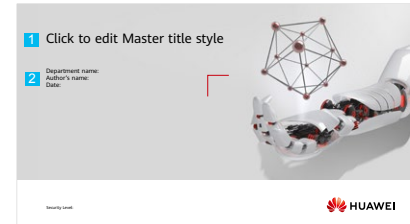
**Cover 1: Exploration**  
Symbolises Huawei is progressively embracing the world, exploring the future, with a spirit of soaring high



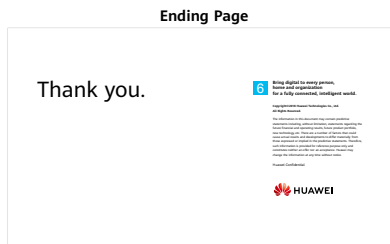
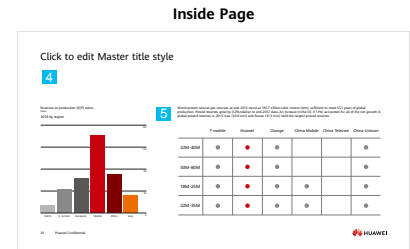
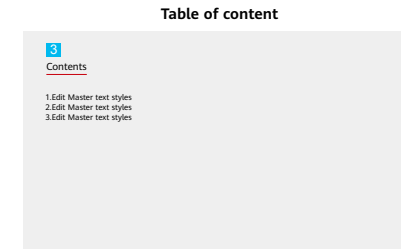
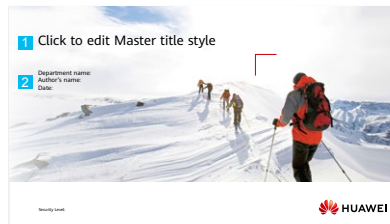
**Cover 2: Intelligence**  
Symbolises Huawei embraces the new trends of AI, smart interaction between human and machine



**Cover 3: Innovation**  
Communicates that Huawei strives to achieve technological innovations, building a fully connected, intelligent world



**Cover 4: Climbing**  
Symbolises Huawei's passion, dedication, partnering to create win-win, reaching the top



## 5.7 PowerPoint Template (Special Use 1: Meetings/Presentation, Dark Version)

### Application Scenario

1. Only for use in dimly lit environment and special cases such as external meetings, presentation, etc.
2. The screen is a well lit LED
3. 16:9 screensize

### 1 Cover Headline

English: Arial 32pt

### 2 Cover Department, Author and Date

English: Arial 14pt

### 3 Table of Content Copy

English: Arial 22pt

### 4 Inside Page Headline

English: Arial 32pt

### 5 Chart

English Headline: Arial; font size: 18-24pt

### 6 Back Cover Content

Date and time must be updated based on the actual editing time of PowerPoint file; all other information as well as the design of the back cover is fixed, and alteration is not allowed

**Huawei Line Color Specification:** RGB:199/0/11

**White Copy Color Specification:** RGB:89/87/87

**Dark Grey Color Specification:** RGB:35/36/36; CMYK: 82/77/75/58

**Color Specification for chart:** Always use Huawei brand color and secondary colors; refer to Section 2.23-2.30 for detailed specifications

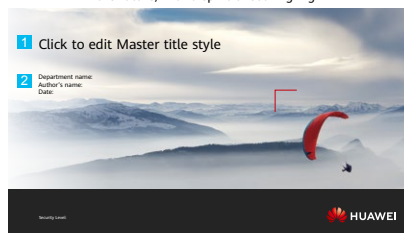
The dark grey background color in the dark version of the PowerPoint template is carefully chosen and must be consistent for a unified brand image; changes are not allowed.

For PowerPoint templates of various sizes, download them IN the Brand Management System on W3.

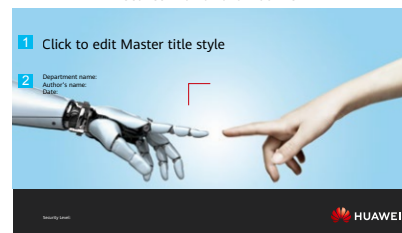
### Brand Management System link:

<http://w3.huawei.com/hsdms/?brand=1#brand/common/home.html>

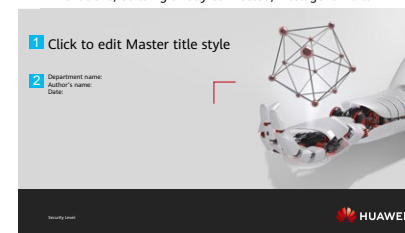
**Cover 1: Exploration**  
Symbolises Huawei is progressively embracing the world, exploring the future, with a spirit of soaring high



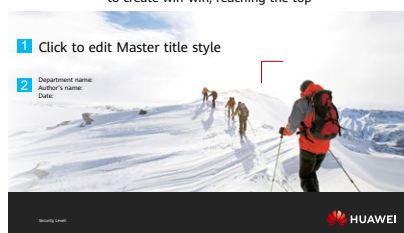
**Cover 2: Intelligence**  
Symbolises Huawei embraces the new trends of AI, smart interaction between human and machine



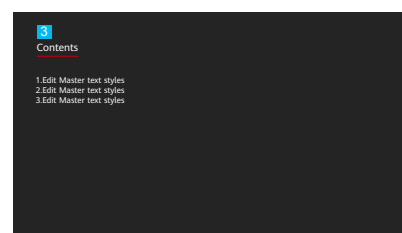
**Cover 3: Innovation**  
Communicates that Huawei strives to achieve technological innovations, building a fully connected, intelligent world



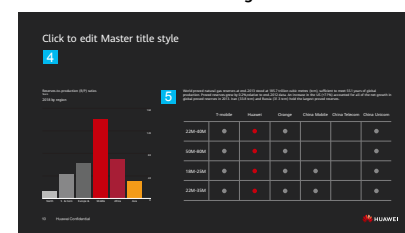
**Cover 4: Climbing**  
Symbolises Huawei's passion, dedication, partnering to create win-win, reaching the top



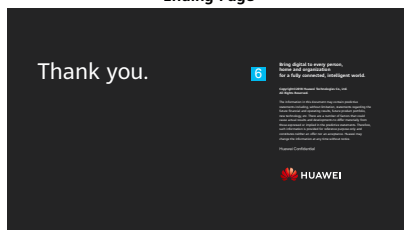
**Table of content**



**Inside Page**



**Ending Page**



## 5.8

### PowerPoint Template (Special Use 2: Speech/Display, Grey Version)

#### Application Scenario

1. Only for use in well lit environment and for special cases such as government meetings, industry exchanges, and speeches; in exhibition hall, exhibitions, and displays such as flagship event exhibition areas and sessions company exhibition hall, etc.
2. The screen is an overhead projector screen (fabric), or LED screen in exhibition areas or booths.
3. 16:9 screensize.

#### 1 Cover Headline

English: Arial 32pt

#### 2 Cover Department, Author and Date:

English: Arial 14pt

#### 3 Table of Content Copy

English: Arial 22pt

#### 4 Inside Page Headline

English: Arial 32pt

#### 5 Chart

English: Headline: Arial; font size: 18-24pt

#### 6 Back Cover Content

Date and time must be updated based on the actual editing time of PowerPoint file; all other information as well as the design of the back cover is fixed, and alteration is not allowed

**Huawei Line Color Specification:** RGB:199/0/11

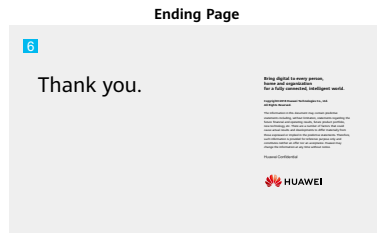
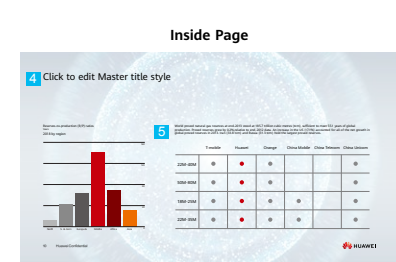
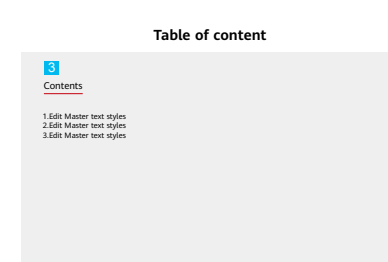
**Dark Grey Copy Color Specification:** RGB:89/87/87

**Color Specification for chart:** Always use Huawei brand color and secondary colors; refer to Section 2.23-2.30 for detailed specifications

For PPT templates of various sizes, download them from the Brand Management system on W3.

#### Brand Management System link:

<http://w3.huawei.com/hsdms/?brand=1#!brand/common/home.html>



## 5.9

### PowerPoint Template (Special Use 3: Launch/Keynote Speech, Dark Version)

#### Application Scenario

1. Only for use in dimly lit environment and special cases such as launch events, marketing and keynote speeches, flagship events, summit, product launches, etc.
2. The screen is a well lit LED
3. The dimension of PowerPoint file can be adjusted based on the actual screen size.

#### 1 Corporate logo

Use the horizontal lock-up with gradient red symbol, placed on the bottom of layout, centre aligned

#### 2 Headline (cover, inside page, end page)

English: Arial 48pt

#### 3 Chart

English Headline: Arial, font size: 18-24pt

**Huawei Line Color Specification:** RGB:199/0/11

**White Copy Color Specification:** RGB:255/255/255

**Dark Grey Color Specification:** RGB:35/36/36; CMYK: 82/77/75/58

**Color Specification for chart:** Always use Huawei brand color and secondary colors; refer to Section 2.23-2.30 for detailed specifications

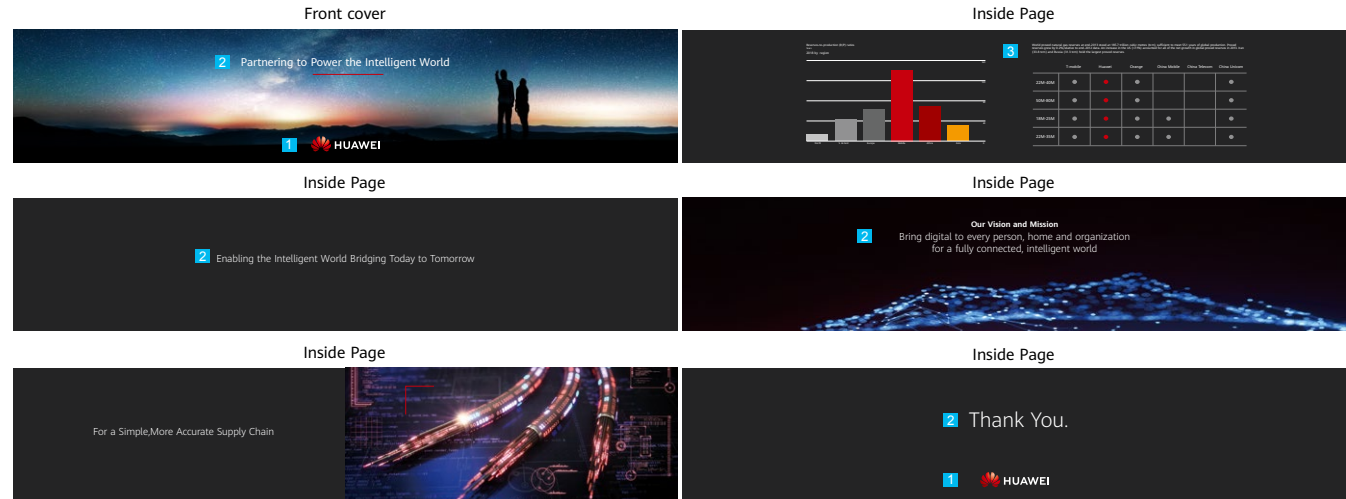
Cover and images used in the PowerPoint template are for demonstration purposes only; refer to Corporate Imagery Style when developing the actual presentation and make selection that suits actual needs.

The dark grey background color in the dark version of the PowerPoint template is carefully chosen and must be consistent for a unified brand image; changes are not allowed.

For PPT templates of various sizes, download them from the Brand Management system on W3.

#### Brand Management System link:

<http://w3.huawei.com/hsdms/?brand=1#!brand/common/home.html>



# 6.0

## Print Application

---

### Print Design System Standards

**Differentiation:** The design of Huawei publications must be differentiated from those of other brands and present the unique visual identity and experience of Huawei.

**Recognition:** Print design must focus and emphasize the core message. For example, the key object in the visual must be in the prime location of the layout; copy, corporate logo, and Huawei Line are eye-catching and different from the background in terms of brightness and purity to avoid ambiguity.

**Consistency:** Consistent layout and use of visual identity elements (including Huawei logo, line, illustrations, colors, fonts, images, etc.) to create a consistent brand image and enhance brand awareness and recognition among consumers.

## 6.1

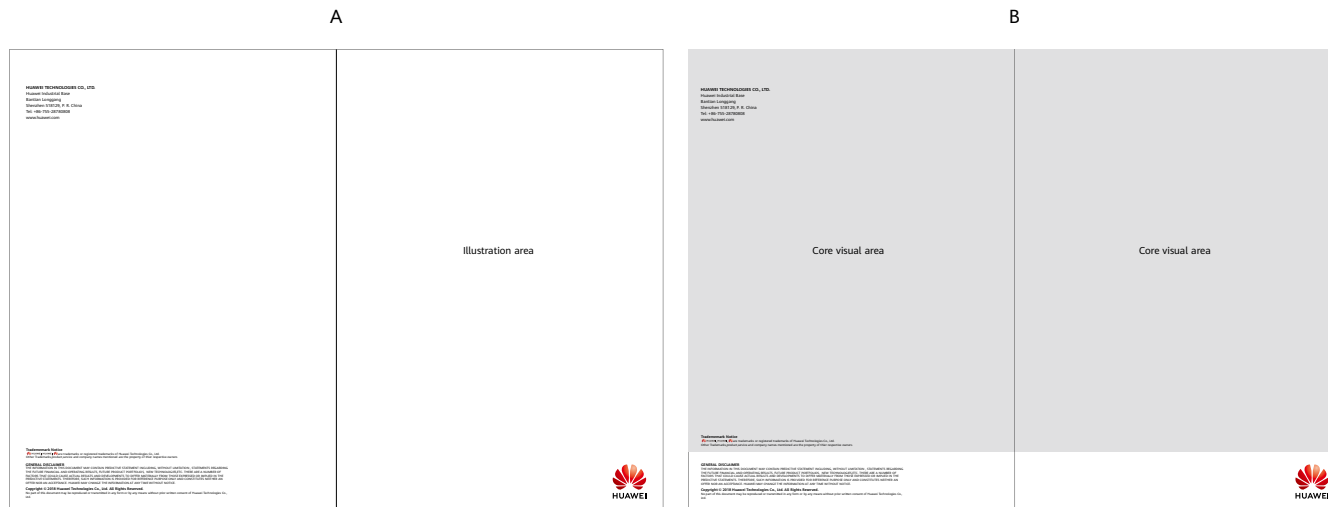
### Cover, Back Cover Layout and Design Elements Guidelines

This page provides the guidelines for cover and back cover designs in sectional layouts of the Huawei Print Application. Both A and B can be used for external communication.

**A.** White background must be used on both front and back covers of the full-page layout with illustration; the center of the front cover is reserved for illustration, the corporate logo, copy and all other information are fixed in size and position.

**B.** Sectional design is the default layout for the Huawei Print Application. The gray area is for image, the white space below is for the corporate logo, copy, and all other information.

Refer to Sections 6.4-6.12 for detailed specifications.



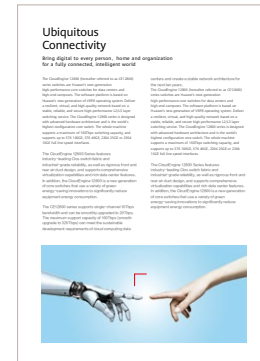
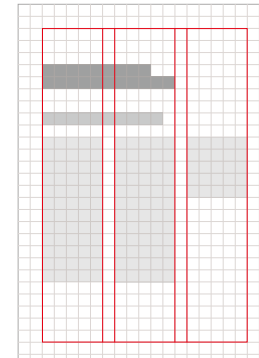
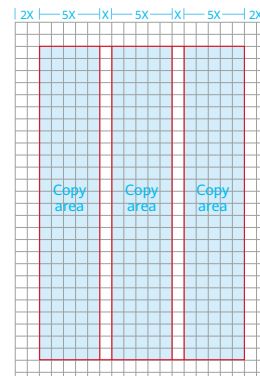
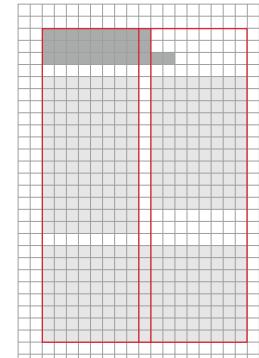
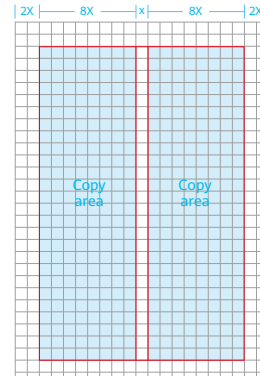
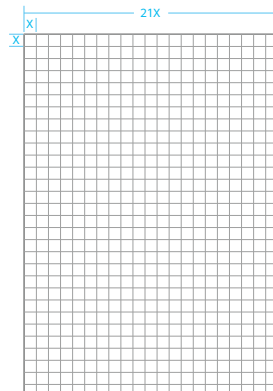


## 6.2 Inside Page Grid System

This page provides grid system and specifications for all inside of print materials. The grid is used to guide the layout of copy and images. Please refer to the right example for details.

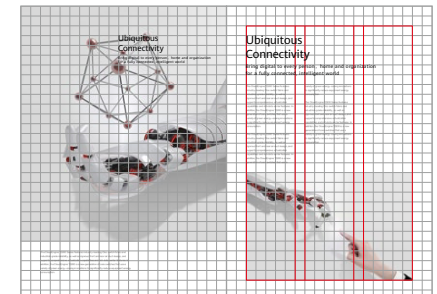
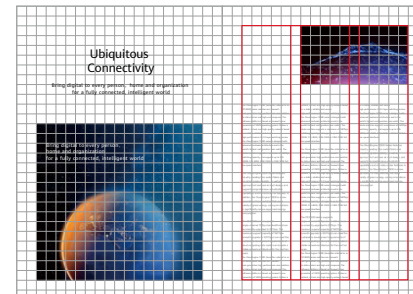
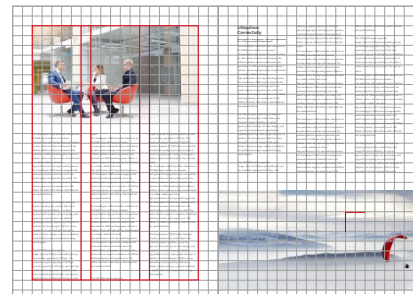
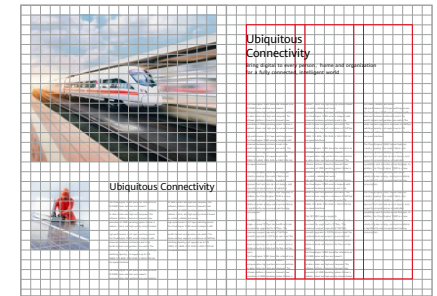
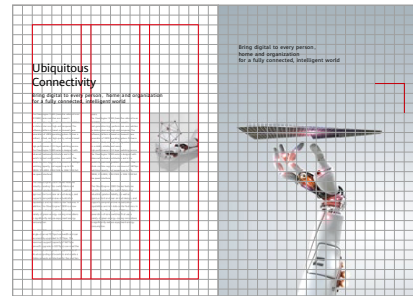
### Grid System Principle

1. The layout is divided into 21 equal spaces, and each, each space is defined as X
2. The areas marked in red are designated for copy; it can be divided into 2 to 3 columns, with a space between the columns. Please refer to the example on the right for proportion of each area.
3. Images can be placed within the grids as needed
4. While font size for body copy should be consistent; headline font size can be adjusted based on the need of the piece



## 6.3 Inside Page Grid Examples

This page provides examples of grid usages in inside pages. These examples are references only for Huawei's in-house design teams. The design should be adjusted based on actual content and needs of the piece.



## 6.4

### Annual Report

- 1 Corporate Logo**  
Bottom margin: 287mm, right margin: 200mm  
Height: 22mm
- 2 Headline**  
Top margin: 25mm, right margin: 200mm  
Font: Huawei Sans family, Font Size: 16pt, leading: 30pt
- 3 Huawei Line**  
Placement of Huawei Line can be determined based on the focus subject in the visual, weight: 1pt
- 4 White space area**  
White space is fixed on the bottom part of layout  
height: 42mm
- 5 Address information**  
Top margin: 25mm, left margin: 10mm  
Font: Huawei Sans family, font size: 7.5pt, leading: 10pt
- 6 Disclaimer, copyright statement, trademark statement**  
Bottom margin: 287mm, 250mm, left margin: 10mm  
Font: Huawei Sans family, font size: 6.5pt, leading: 10pt

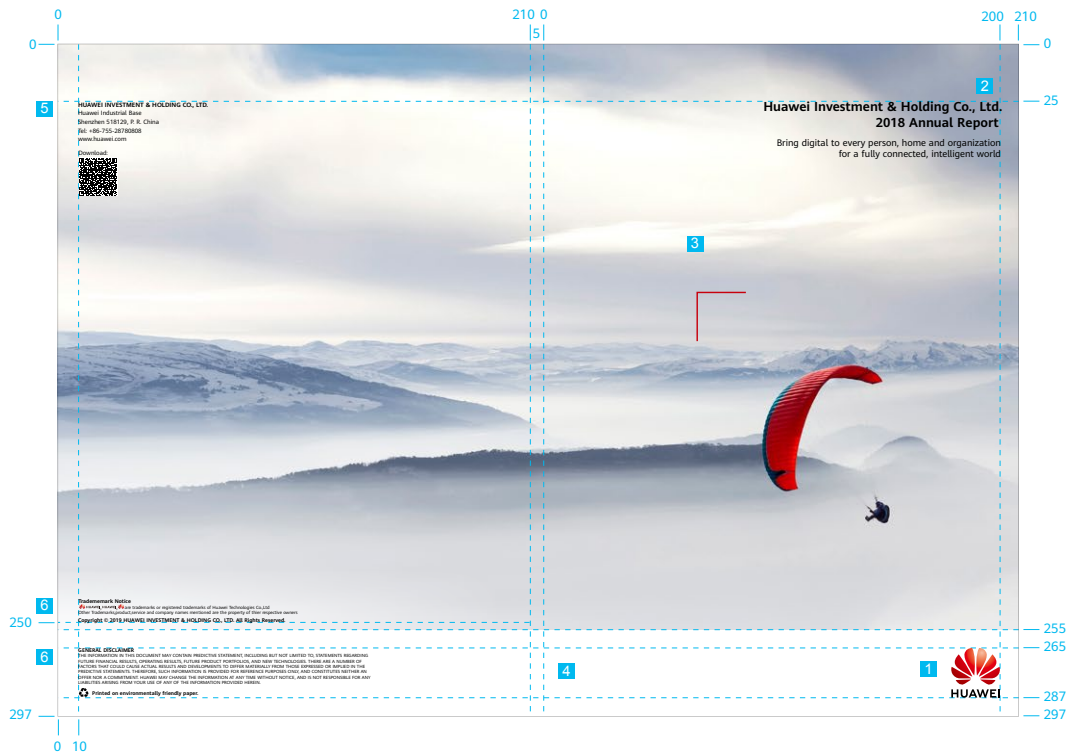
**Huawei Line Color Specification:** CMYK:0/100/100/20

**Black Copy Color Specification:** CMYK:0/0/0/100

**Unit:** Millimeter (mm).

The thickness of the spine in this example is 5mm. It should be adjusted based on the actual number of pages.

Image and copy shown here are for demonstration purposes only, and replace them based on the actual needs. Position of trademark copyright statement, disclaimer, address, and QR-code are predetermined and fixed. If additional information needs to be added, please submit an application in the Brand Management system for approval.



## 6.5

### Product and Solution Leaflet

- 1 Corporate Logo**  
Bottom Margin: 287mm, Right Margin: 370mm  
Height: 22mm
- 2 Headline**  
Top Margin: 25mm, Right Margin: 370mm  
Font: Huawei Sans family  
Font Size: 18pt (English), Leading: 24pt
- 3 Huawei Line**  
The position of the Huawei Line must be adjusted according to the position of the focus subject in the image, Weight: 1pt
- 4 Address**  
Top Margin: 25mm, Left Margin: 10mm  
Font: Huawei Sans family, Font Size: 7.5pt, Leading: 10pt
- 5 Disclaimer, copyright and trademark statements**  
Bottom Margin: 287mm, 250mm, Left Margin: 10mm  
Font: Huawei Sans family; Font Size: 6.5pt, Leading: 10pt
- 6 White space area**  
White space is fixed on the bottom part of layout, height: 42mm

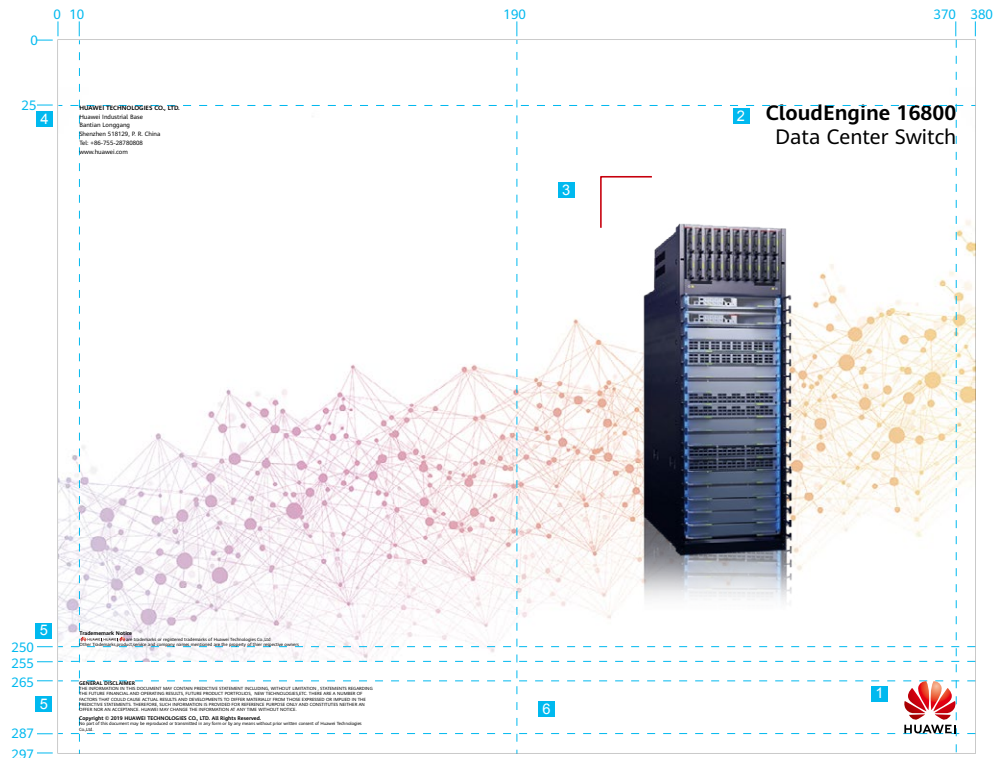
**Huawei Line Color Specification:** CMYK:0/100/100/20

**Black Copy Color Specification:** CMYK:0/0/0/100

**Unit:** Millimeter (mm)

The thickness of the spine in this example is 5mm. It should be adjusted based on the actual number of pages.

Image and copy shown here are for demonstration purposes only, and replace them based on the actual needs. Position of trademark copyright statement, disclaimer, address, and QR-code are predetermined and fixed. If additional information needs to be added, please submit an application in the Brand Management system for approval.



## 6.6

### Product Manual

- 1 Corporate Logo**  
Bottom margin: 287mm, right margin: 200mm  
Height: 22mm
- 2 Headline**  
Bottom margin: 90mm, center-aligned  
Font: Huawei Sans family;  
Font Size: 16pt, leading: 19pt
- 3 Huawei Line**  
Bottom margin: 96mm, center-aligned, weight: 1pt
- 4 Address information**  
Top margin: 25mm, left margin: 10mm  
Font: Huawei Sans family, font size: 7.5pt, leading: 10pt
- 5 Disclaimer, copyright and trademark statements**  
Bottom margin: 287mm, left margin: 10mm  
Font: Huawei Sans family, font size: 6.5pt, leading: 9pt

**Huawei Line Color Specification:** CMYK:0/100/100/20;

**Black Copy Color Specification:** CMYK:0/0/0/100.

**Unit:** Millimeter (mm).

The thickness of the spine in this example is 5mm. It should be adjusted based on the actual number of pages.

Image and copy shown here are for demonstration purposes only, and replace them based on the actual needs. Position of trademark copyright statement, disclaimer, address, and QR-code are predetermined and fixed. If additional information needs to be added, please submit an application in the Brand Management system for approval.



## 6.7

### White Paper

- 1 Corporate Logo**  
Bottom margin: 287mm, right margin: 200mm  
Height: 22mm
- 2 Headline**  
Bottom margin: 90mm, center-aligned  
Font: Huawei Sans family, font size: 20pt
- 3 Huawei Line**  
Bottom margin: 96mm, center-aligned, weight: 1pt
- 4 Address information**  
Top margin: 25mm, left margin: 10mm  
Font: Huawei Sans family, font size: 7.5pt, leading: 10pt
- 5 Disclaimer, copyright and trademark statements**  
Bottom margin: 287mm, left margin: 10mm  
Font: Huawei Sans family, font size: 6.5pt, leading: 10pt

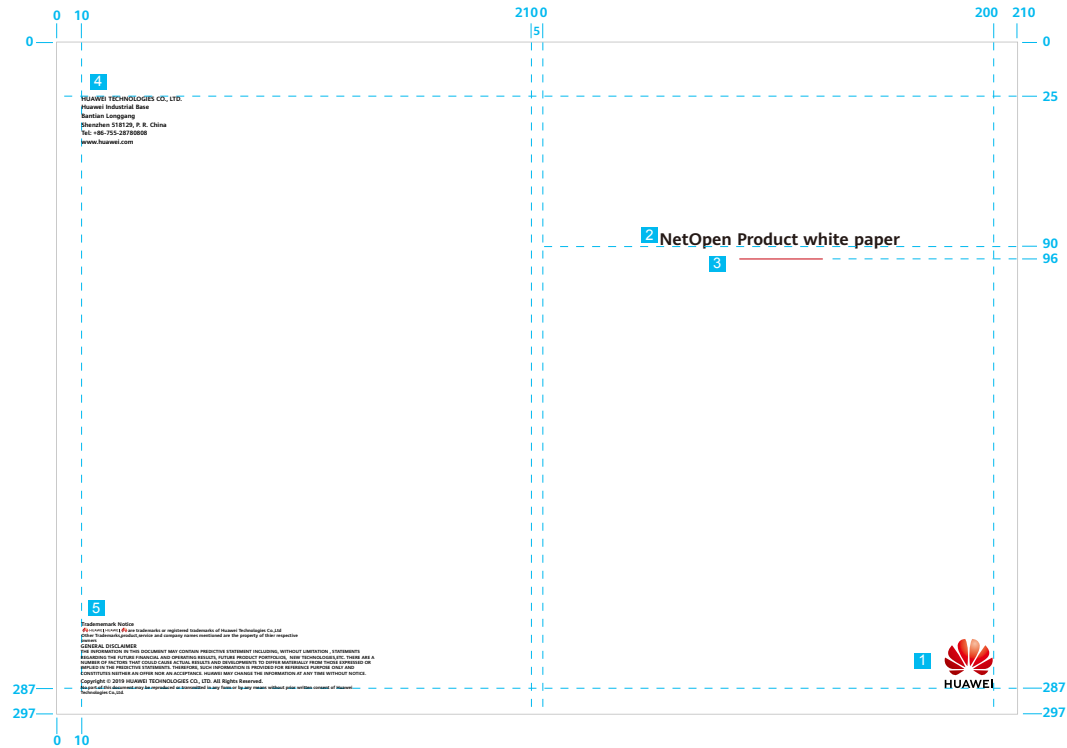
**Huawei Line Color Specification:** CMYK:0/100/100/20

**Black Copy Color Specification:** CMYK:0/0/0/100

**Unit:** Millimeter (mm).

The thickness of the spine in this example is 5mm. It should be adjusted based on the actual number of pages.

Image and copy shown here are for demonstration purposes only, and replace them based on the actual needs. Position of trademark copyright statement, disclaimer, address, and QR-code are predetermined and fixed. If additional information needs to be added, please submit an application in the Brand Management system for approval.



## 6.8

### Tender Document

- 1 Corporate Logo**  
Bottom margin: 287mm, right margin: 200mm  
Height: 22mm
- 2 Headline**  
Bottom margin: 90mm; center-aligned  
Font: Huawei Sans family, Font size: 21pt, leading: 24pt
- 3 Huawei Line**  
Bottom margin: 105mm; center-aligned, weight: 1pt
- 4 Address information**  
Top margin: 25mm, left margin: 10mm;  
Font: Huawei Sans family, font size: 7.5pt; leading: 10pt
- 5 Disclaimer, copyright and trademark statements**  
Bottom margin: 287mm, left margin: 10mm  
Font: Huawei Sans family, font size: 6.5pt, leading: 10pt

**Huawei Line Color Specification:** CMYK:0/100/100/20

**Black Copy Color Specification:** CMYK:0/0/0/100

**Unit:** Millimeter (mm).

The thickness of the spine in this example is 5mm. It should be adjusted based on the actual number of pages.

Image and copy shown here are for demonstration purposes only, and replace them based on the actual needs. Position of trademark copyright statement, disclaimer, address, and QR-code are predetermined and fixed. If additional information needs to be added, please submit an application in the Brand Management system for approval.



## 6.9 Marketing Publications

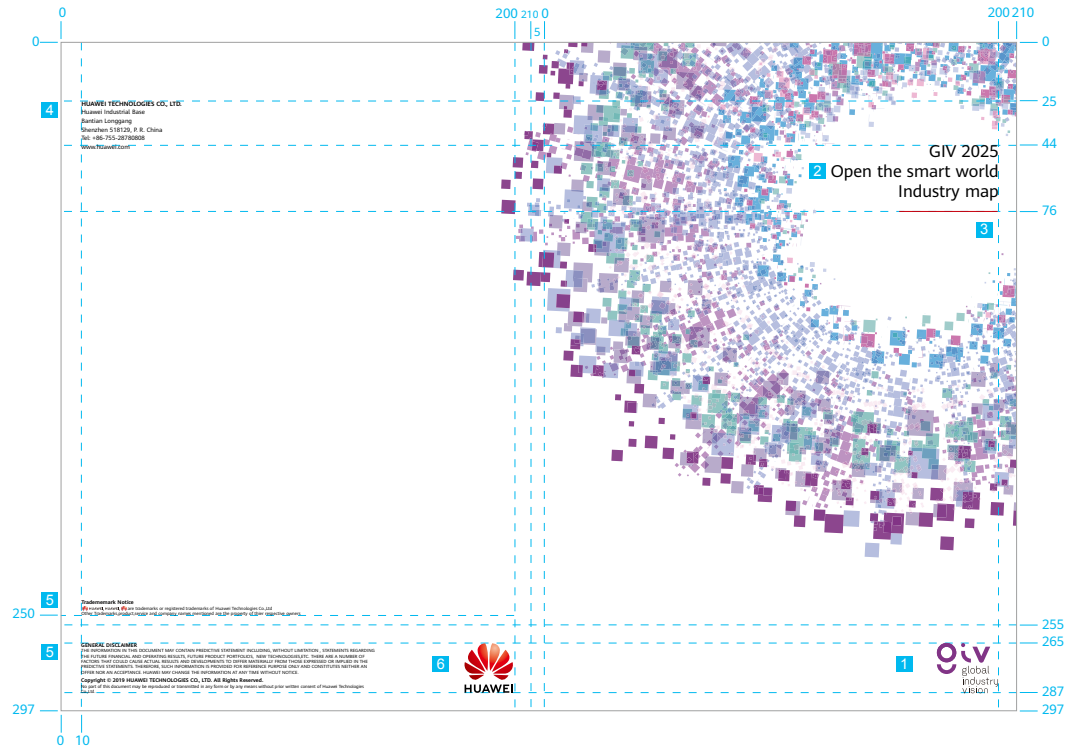
- 1 GIV Logo**  
Bottom margin: 287mm; right margin: 200mm  
Height: 22mm
- 2 Headline**  
Top margin: 44mm; right margin: 200mm  
Font: Huawei Sans family; Font size: 21pt, leading: 42mm
- 3 Huawei Line**  
Bottom margin: 76mm; right margin: 200mm; weight: 1pt
- 4 Address information**  
Top margin: 25mm; left margin: 10mm  
Font: Huawei Sans family; font size: 7.5pt; leading: 10mm
- 5 Disclaimer, copyright and trademark statements**  
Bottom margin: 287mm, 250mm; left margin: 10mm  
Font: Huawei Sans family; font size: 6.5pt; leading: 10mm
- 6 Company logo (back cover)**  
Bottom margin: 287mm; right margin: 200mm; height: 22mm

**Huawei Line Color Specification:** CMYK:0/100/100/20;  
**Black Copy Color Specification:** CMYK:0/0/0/100.

**Unit:** Millimeter (mm).

The thickness of the spine in this example is 5mm. It should be adjusted based on the actual number of pages.

Image and copy shown here are for demonstration purposes only, and replace them based on the actual needs. Position of trademark copyright statement, disclaimer, address, and QR-code are predetermined and fixed. If additional information needs to be added, please submit an application in the Brand Management system for approval.





## 6.10

### Marketing Publications (Co-branding)

- 1 Co-branding logo**  
Bottom margin: 287mm; right margin: 200mm  
Height: 13mm
- 2 Headline**  
Top margin: 44mm; right margin: 200mm  
Font: Huawei Sans family  
Font size: 21pt, leading: 24pt
- 3 Huawei Line**  
Top margin: 70mm, right margin: 200mm, Weight: 1pt
- 4 Address information**  
Top margin: 25mm; left margin: 10mm  
Font: Huawei Sans family; font size: 7.5pt; leading: 10pt
- 5 Disclaimer, copyright and trademark statements**  
Bottom margin: 287mm, 249mm; left margin: 10mm  
Font: Huawei Sans family; font size: 6.5pt; leading: 9pt
- 6 White space area**  
White space is fixed and consistent on the bottom part of layout,  
height: 38mm

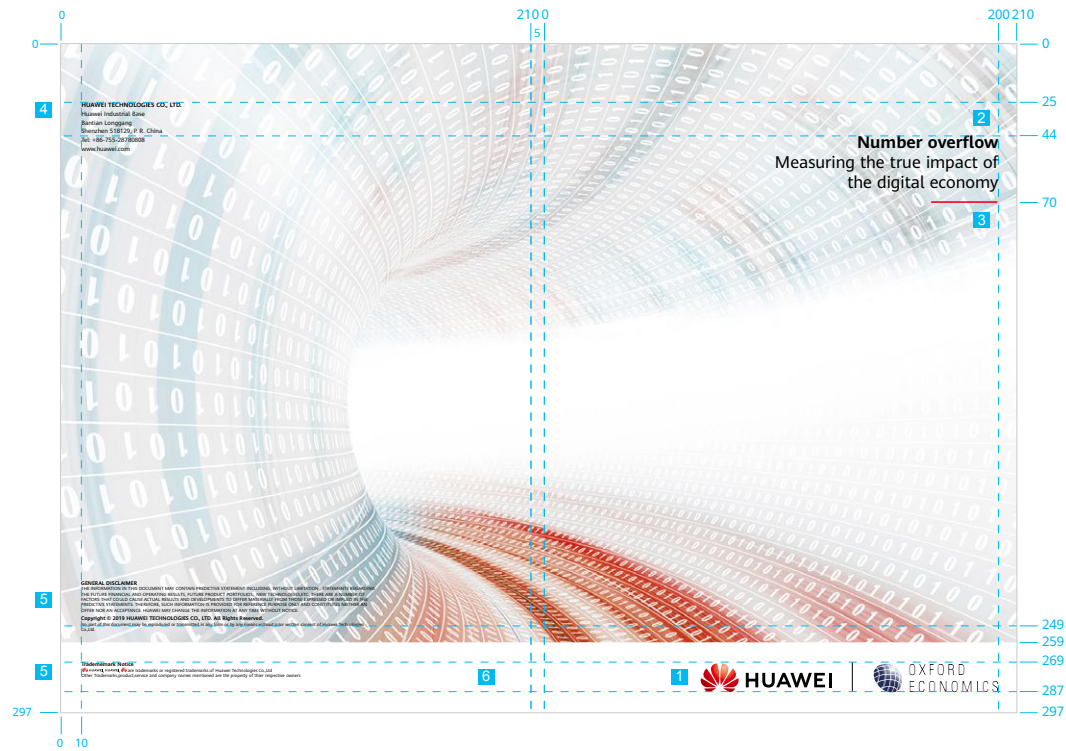
**Huawei Line Color Specification:** CMYK:0/100/100/20

**Black Copy Color Specification:** CMYK:0/0/0/100

**Unit:** Millimeter (mm).

The thickness of the spine in this example is 5mm. It should be adjusted based on the actual number of pages.

Image and copy shown here are for demonstration purposes only, and replace them based on the actual needs. Position of trademark copyright statement, disclaimer, address, and QR-code are predetermined and fixed. If additional information needs to be added, please submit an application in the Brand Management system for approval.



## 6.11

### Internal Publications

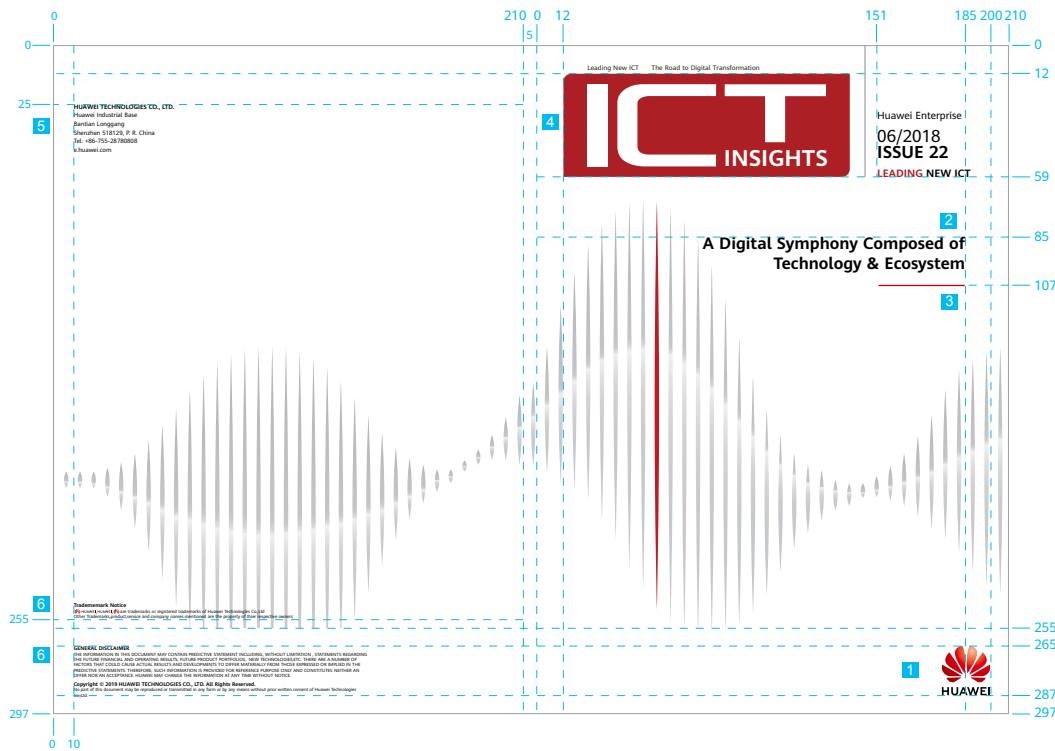
- 1 Corporate Logo**  
Bottom margin: 287mm; right margin: 200mm  
Height: 22mm
- 2 Headline**  
Top margin: 85mm; right margin: 200mm  
Font: Huawei Sans family  
Font Size: 21pt, leading: 24pt
- 3 Huawei Line**  
Top margin: 107mm; right margin: 185mm; weight: 1pt
- 4 Magazine Masthead Area**  
Top margin: 12mm; bottom margin: 59mm; left margin: 12mm  
This guideline only provides specification on the position and size of masthead. Follow the guidelines of the respective publications for specifications on body copy inside the masthead.
- 5 Address information**  
Top margin: 25mm; left margin: 10mm  
Font: Huawei Sans family; font size: 7.5pt; leading: 10pt
- 6 Disclaimer, copyright and trademark statements**  
Bottom margin: 287mm, 255mm; left margin: 10mm  
Font: Huawei Sans family; font size: 6.5pt; leading: 10pt

**Huawei Line Color Specification:** CMYK:0/100/100/20  
**Black Copy Color Specification:** CMYK:0/0/0/100

**Unit:** Millimeter (mm)

The thickness of the spine in this example is 5mm. It should be adjusted based on the actual number of pages.

Image and copy shown here are for demonstration purposes only, and replace them based on the actual needs. Position of trademark copyright statement, disclaimer, address, and QR-code are predetermined and fixed. If additional information needs to be added, please submit an application in the Brand Management system for approval.



## 6.12

### Corporate Brochure

- 1 Corporate Logo**  
Bottom margin: 287mm; right margin: 200mm  
Height: 22mm
- 2 Headline**  
Bottom margin: 45mm; right margin: 200mm  
Font: Huawei Sans family; Font size: 21pt
- 3 Huawei Line**  
Adjust the position of Huawei Line according to the position of the focus object in the image; weight: 1pt
- 4 White space area**  
White space is fixed and consistent on the bottom part of layout, height: 42mm
- 5 Address information**  
Top margin: 25mm; left margin: 10mm  
Font: Huawei Sans family; font size: 7.5pt; leading: 10pt
- 6 Disclaimer, copyright and trademark statements**  
Bottom margin: 287mm, 250mm; left margin: 10mm  
Font: Huawei Sans family; font size: 6.5pt; leading: 9pt

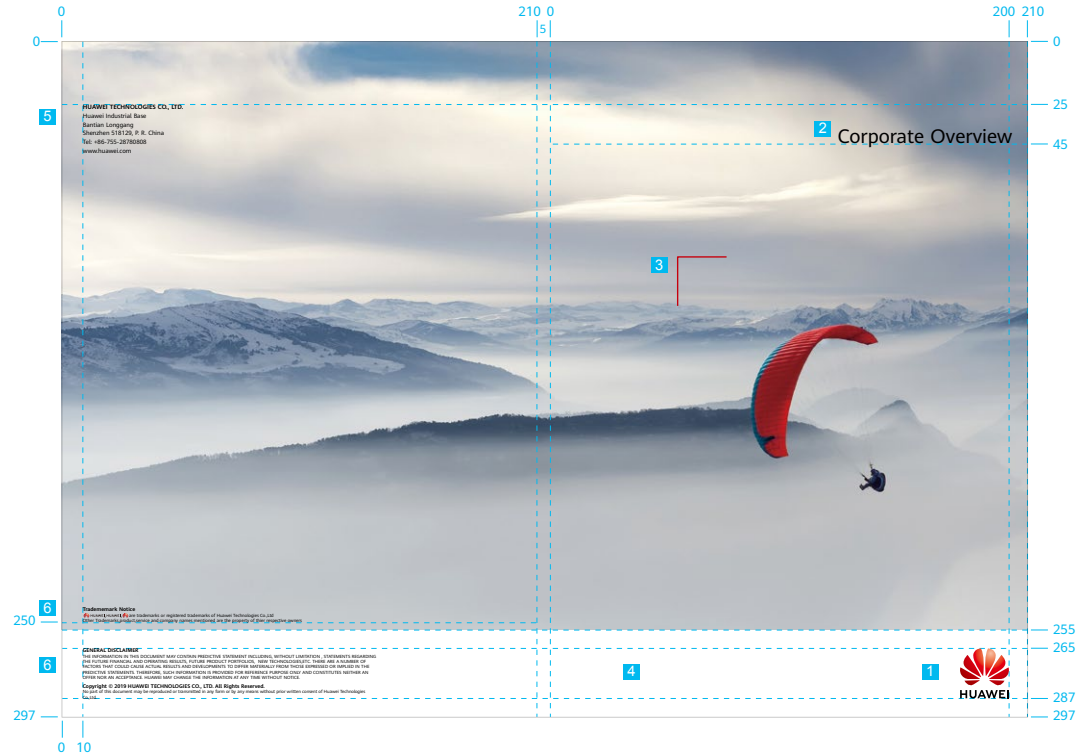
**Huawei Line Color Specification:** CMYK:0/100/100/20

**Black Copy Color Specification:** CMYK:0/0/0/100

**Unit:** Millimeter (mm)

The thickness of the spine in this example is 5mm. It should be adjusted based on the actual number of pages.

Image and copy shown here are for demonstration purposes only, and replace them based on the actual needs. Position of trademark copyright statement, disclaimer, address, and QR-code are predetermined and fixed. If additional information needs to be added, please submit an application in the Brand Management system for approval.



# 7.0

## Exhibition and Display

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### Exhibition and Display Design System Standards

**Differentiation:** The design of Huawei exhibitions and displays must be differentiated from those of other brands and present the unique visual identity and experience of Huawei.

**Recognition:** Exhibition and Display System design must focus and emphasize the core message. For example, the key object in the visual must be in the prime location of the layout; copy, corporate logo, and Huawei Line are eye-catching and different from the background in terms of brightness and purity to avoid ambiguity.

**Consistency:** Consistent layout and use of visual identity elements (including Huawei logo, line, illustrations, colors, fonts, images, etc.) to create a consistent brand image and enhance brand awareness and recognition to consumers.

**Creativity:** Creativity of Huawei exhibitions and displays are unlimited. However, the concept and message must be consistent with the communication objectives identified. The creative design should be relate to internal and external audience so as to evoke their fond of the brand and facilitate sales.

# 7.1

## Pull Up Banner

- 1 Corporate Logo**  
Top margin: 60mm; right margin: 740mm  
Height: 133mm
- 2 Headline**  
Top margin: 450mm; left margin: 60mm  
Font: Huawei Sans family  
Headline font size: 111pt; leading: 133pt  
Sub-heading font size: 74pt; leading: 89pt
- 3 Huawei Line**  
Weight: 10pt; CMYK: 0/100/100/20; adjust the position of Huawei  
Line according to the position of the focus subject in the image

**Huawei Line Color Specification:** CMYK:0/100/100/20

**Black Copy Color Specification:** CMYK:0/0/0/100

**Unit:** Millimeter (mm)

Image and copy shown here are for demonstration purposes only, and they must be replaced with actual information for final production.



## 7.2 Outdoor Flag

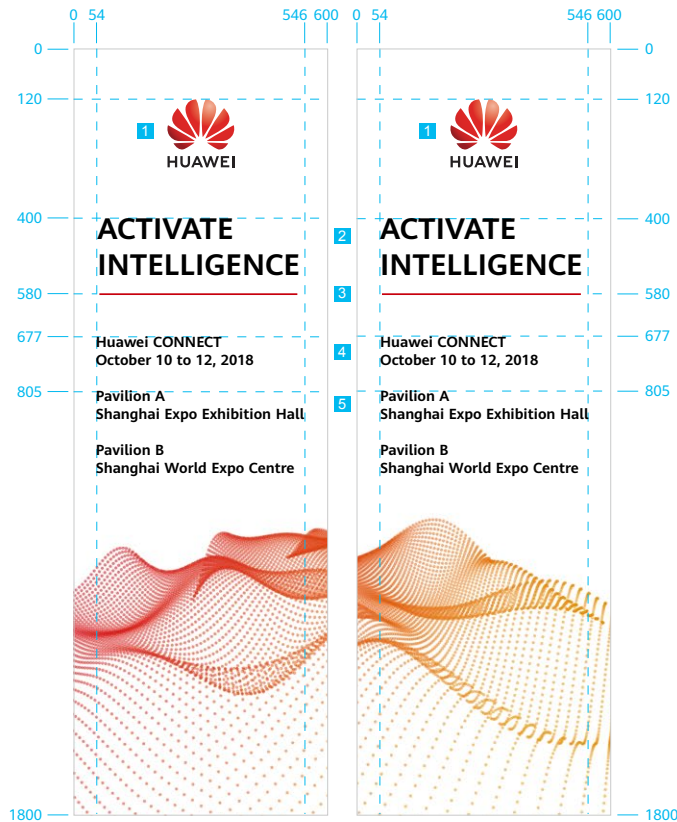
- 1 Corporate Logo**  
Top margin: 120mm; center-aligned; height: 146mm
- 2 Headline**  
Top margin: 400mm; left margin: 54mm  
English font: Huawei Sans family  
Font size: 195pt; leading: 240pt
- 3 Huawei Line**  
Top margin: 580mm; left margin: 54mm; weight: 5pt
- 4 Date**  
Top margin: 677mm; left margin: 54mm  
Font: Huawei Sans family; font size: 96pt; leading: 120pt
- 5 Address information**  
Top margin: 805mm; left margin: 54mm  
Font: Huawei Sans family; font size: 96pt; leading: 120pt

**Huawei Line Color Specification:** CMYK:0/100/100/20

**Black Copy Color Specification:** CMYK:0/0/0/100

**Unit:** Millimeter (mm)

Image and copy shown here are for demonstration purposes only, and they must be replaced with actual information for final production.



## 7.3 Backdrop

### Design 1: Event backdrop

#### 1 Corporate Logo

Height: refer to Corporate Logo Size Calculation for Non-Regular  
Layout Position: Top Right, Margin 0.5X

#### 2 Body copy

Position: left aligned; font size: adjust based on actual dimension

### Design 2: Strategic Partnership Signing Ceremony Backdrop

#### 1 Co-branding logo

Height: refer to Corporate Logo Size Calculation for Non-Regular  
Layout, center-aligned

#### 2 Body copy

Position: center-aligned; font size: adjust based on actual dimension

### Design 3: Backdrop with Digital Display

#### 1 Corporate logo

Height: refer to Corporate Logo Size Calculation for Non-Regular  
Layout, center-aligned

#### 2 Body copy

Position: center-aligned; font size: adjust based on actual dimension

#### 3 LED Screen

Adjust position based on the actual scenario

**Huawei Line Color Specification:** CMYK:0/100/100/20;

**Black Copy Color Specification:** CMYK:0/0/0/100;

**White Copy Color Specification:** CMYK:0/0/0/0.

Image and copy shown here are for demonstration purposes only, and they must be replaced with actual information for final production.

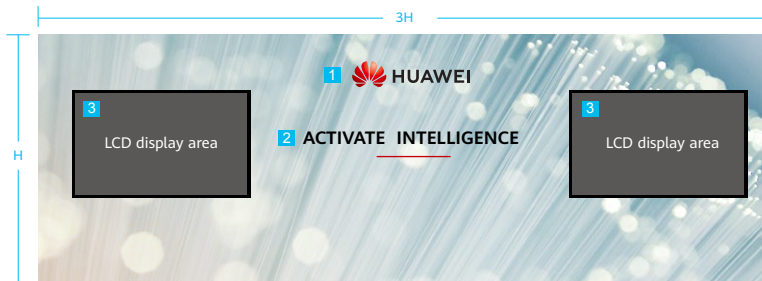
**Design1:**  
Event backdrop



**Design2:**  
Strategic Partnership Signing  
Ceremony Backdrop



**Design3:**  
Backdrop with Digital  
Display



## 7.4 Podium Stand

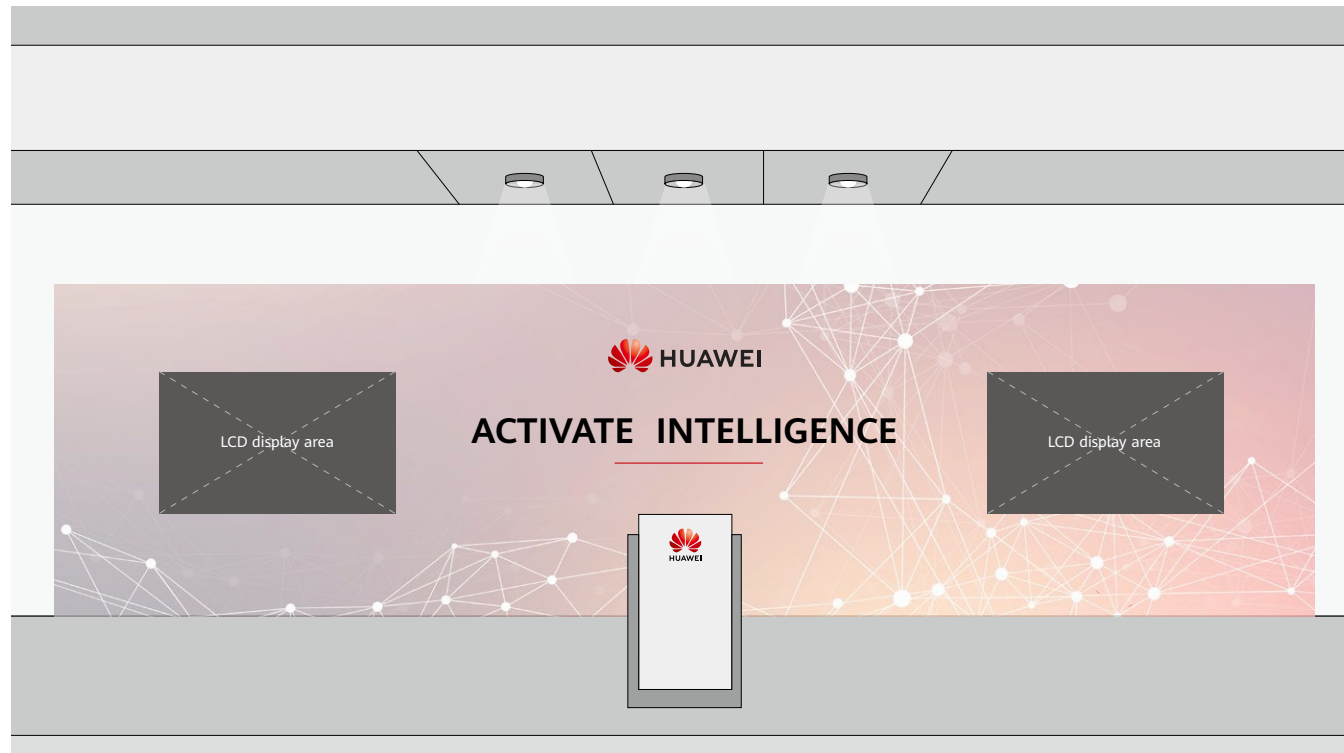
This page shows the design of a podium stand. Corporate logo is placed on the top part of the podium stand. Exact size of logo should be determined based on actual circumstance. A podium stand is a representation of Huawei, and therefore the corporate logo with gradient red symbol should be used if the environment and the production techniques allow.

### Principles in the selection of vertical and horizontal logos lock-up

1. When the background space is sufficient, it is recommended to use the vertical logo with gradient red symbol;
2. When the background is long and narrow, it is recommended to use the horizontal logo with gradient red symbol;
3. To emphasize the brand name, it is recommended to use the horizontal logo with gradient red symbol.

### Production technique

1. Symbol in the corporate logo: internal lit symbol lightbox in red with stainless steel casing;
2. Logotype: solid acrylic cut out logotype with stainless steel casing;
3. Light color background is preferred.





## 7.5 Equipment Plate

- 1 Corporate Logo**  
Bottom margin: 90mm; right margin: 200mm; height: 19mm
- 2 Headline**  
English font: Huawei Sans family; font size: 24pt  
Bottom margin: 28mm; left margin: 17mm
- 3 Huawei Line**  
Bottom margin: 32mm; left margin: 17mm; thickness: 1pt
- 4 Body Copy**  
English font: Huawei Sans family; size: 13pt; leading: 15pt  
Top margin: 66mm; left margin: 17mm

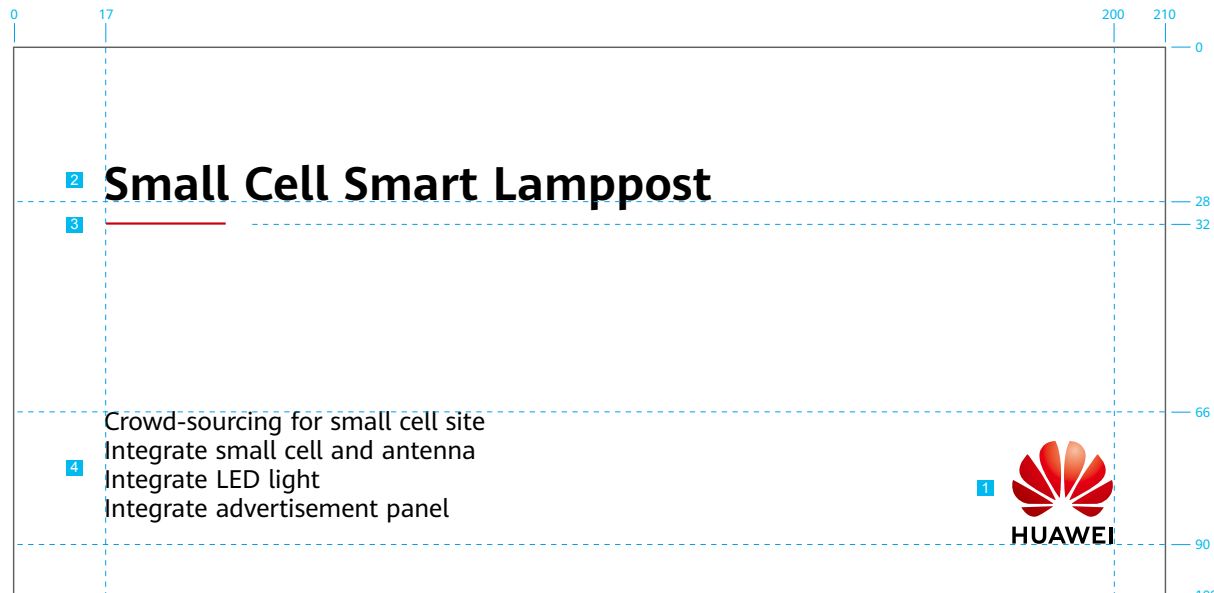
**Huawei Line Color Specification:** CMYK:0/100/100/20

**Black Copy Color Specification:** CMYK:0/0/0/100

**Unit:** Millimeter (mm)

**Production technique:** aluminum plate

Copy shown here are for demonstration purposes only, and they must be replaced with actual content for final production.



## 7.6

### Red Element in Exhibition Booth Design

This page provides the the use of red elements in booth design; dimensions should be determined based on the actual situation.

#### Note on the Special use of Huawei Line

To better suit the environment and display designs the use of Huawei Line B can be modified. For example, the line can be extended, or closed into a loop, etc. Consult the environment design or installation company for recommendations.

#### Red Elements in Exhibition Booths

1. Use Huawei Line in the exhibition environment with 3M stickers, LED lights, etc.
2. The line should be used conjunction with the Huawei Advertising System; such as LED display or printed posters
3. Use with corporate logo as an accent
4. Use red, white, or grey seats

The example on this page is for reference of design for small booths. Please replace relevant design based on actual situations.



## 7.7

### Exhibition Vehicle

This page shows the design of exhibition vehicles. Please adjust the size and design based on actual situations. You may also replace the image or copy based on actual needs.

**Huawei Line Color Specification:** RGB: 35/24/21

**Black Copy Color Specification:** RGB: 199/0/11

If the door is open on the side of the vehicle body, the opening of the door should not affect the corporate logo. Corporate logo can also be added at the tail of the vehicle. If image needs to be printed on the vehicle, human faces in the image or words should not be printed on the door.

Side



Top



Back



Side



# 8.0

## Signage & Wayfinding Application

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### Signage & Wayfinding Design System Standards

**Differentiation:** The design of Huawei exhibitions and displays must be differentiated from those of other brands and present the unique visual identity and experience of Huawei.

**Functionality:** The signage system must be clear, visible, and stand out in all environments. It should also perform the signage function

**Consistency:** Consistent layout and use of visual identity elements (including Huawei logo, line, illustrations, colors, fonts, images, etc.) to create a consistent brand image and enhance brand awareness and recognition to consumers.

## 8.1

### External Wayfinding Signage System

#### Recommended size 1: 700mm x 1800mm x 100mm

##### 1 Corporate Logo

Bottom margin: 240mm; Center-aligned;; height: 145mm

##### 2 Direction Information

Top margin: 400mm, Center-aligned; font size should be determined based on the actual dimensions

#### Recommended size 2: 700mm x 2400mm x 100mm

##### 1 Corporate Logo

Bottom margin: 280mm; Center-aligned; height: 166mm

##### 2 Direction Information

Top margin: 400mm, Center-aligned; font size should be determined based on the actual dimension

**Huawei Line Color Specification:** CMYK:0/100/100/20;

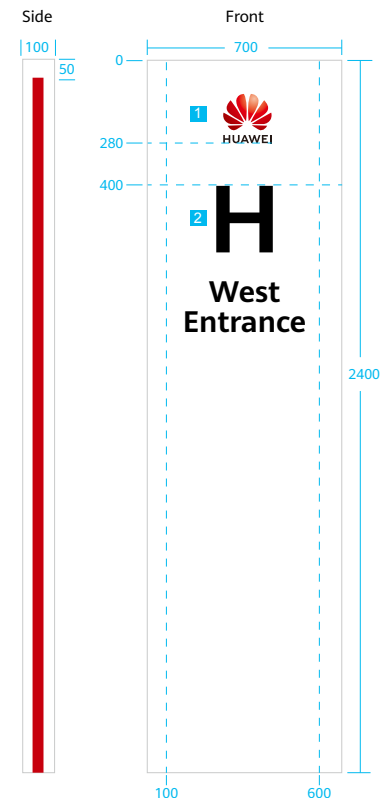
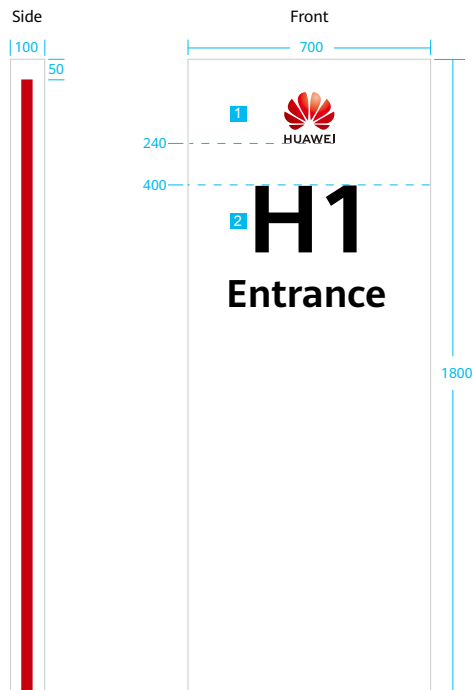
**Black Copy Color Specification:** CMYK:0/0/0/100

**Fabrication:** Aluminium casing with spray paint; alternative materials and fabrication methods are allowed based on actual circumstances

#### Note on the Special use of Huawei Line

Huawei Line B can be modified to suit the environment and exhibition designs. The line can be extended based on the actual environment, dimensions and copy, as demonstrated here.

This page applies to the update of Huawei signage system. Existing signage system can remain unchanged. Please replace the design with actual information based on actual dimensions.



## 8.2 Corporate Reception (Headquarters)

This section provides the design for the receptions at headquarters.

Dimensions are determined based on each site, The logo at the reception represents Huawei. Therefore, the corporate logo with gradient red symbol is preferred when the indoor environment and technology allow.

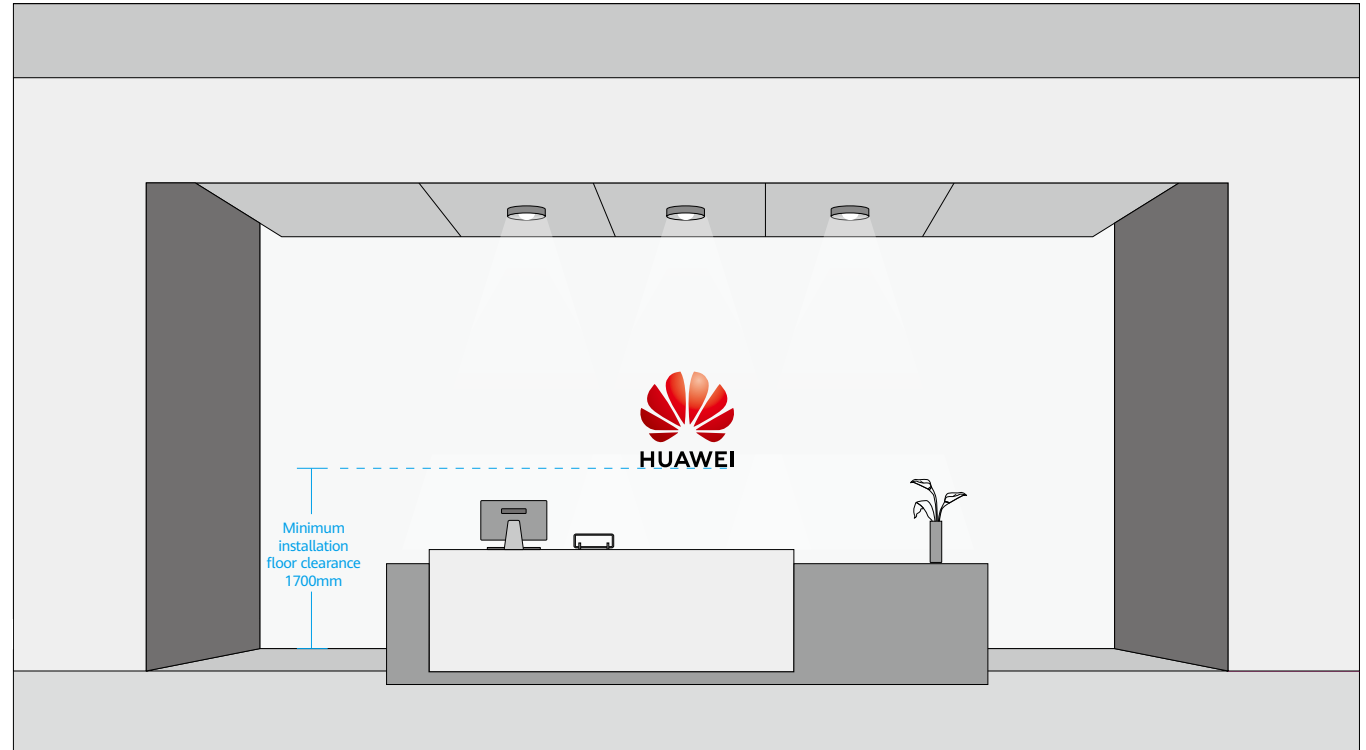
### Principles for selection of vertical and horizontal logo lock-ups

- 1 The vertical corporate logo is recommended
2. The horizontal corporate logo is recommended should the available space is limited in height and wide in width

### Fabrication

**Symbol:** Lightbox (red) with stainless steel casing

**Logotype:** Solid acrylic



## 8.3

### Corporate Reception (Subsidiaries and Research Centers)

This page provides the design for corporate receptions at subsidiaries and research centers.

The company name in the example is for demonstration purposes only; the sign must comply with local laws, and use the company name registered with the local authorities. The final design must be submitted to Brand Management Department for approval.

#### Principle in the selection of vertical and horizontal lock-up

1. The vertical corporate logo is recommended
2. The horizontal corporate logo is recommended when the give space is limited in height and wide in width

#### Fabrication

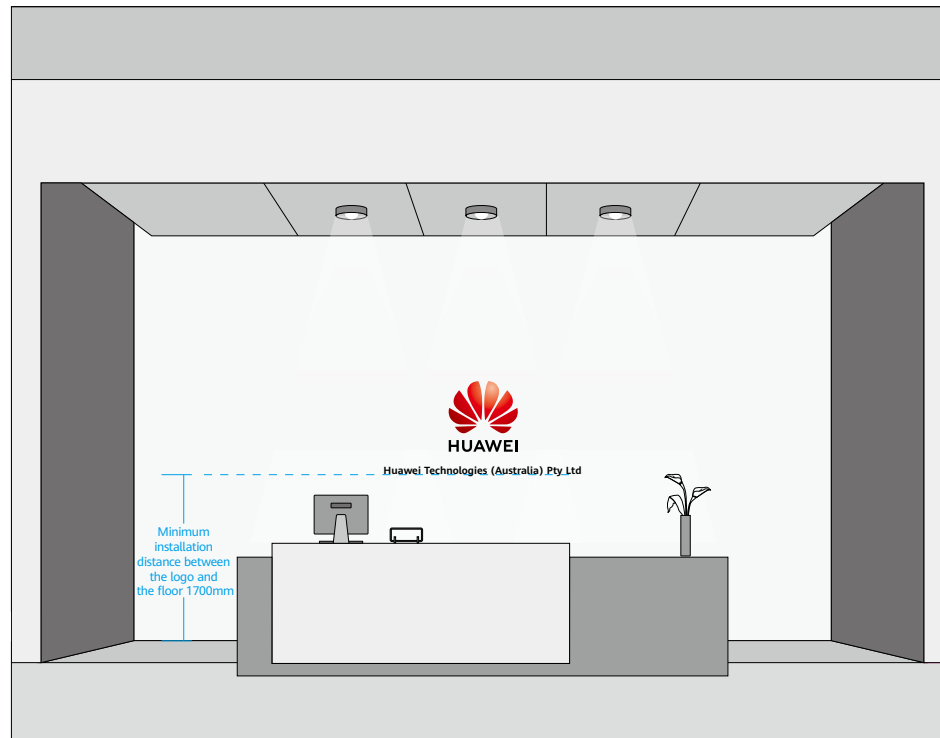
**Symbol:** Lightbox (red) with stainless steel casing

**Logotype:** Solid acrylic cut out logotype

#### Subsidiary name

**CMYK:** 0/0/0/100

**Font:** FounderType LanTing Hei family (Chinese); Huawei Sans family (English).



Lock-up of corporate logo and subsidiary name / research center name in English  
Center-aligned



## 8.4

### Sign on the Facade of Buildings

This page provides the design for corporate logo on the facade of building. As the logo represents Huawei, corporate logo with gradient red symbol is preferred when the environment and the technology permit.

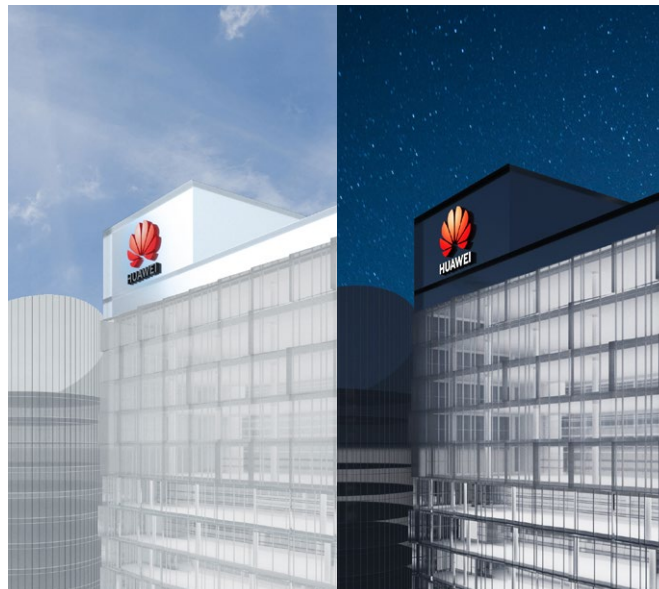
#### Logo Lock-up Selection Principle

1. The vertical corporate is recommended for all sites with ample installation space
2. The horizontal corporate logo is recommended for all sites limited in height in the installation space
3. The horizontal corporate logo is recommend when an emphasis of the Huawei name is required.

#### Fabrication

1. Symbol: lightbox (red) with stainless steel casing
2. Logotype: lightbox (white) with stainless steel casing in white
3. Logotype color should be determined based on the color of the building. For example, white logotype for dark facade and dark logotype for light facade

Vertical lock-up



Horizontal lock-up





# Glossary

## Visual Identity Guidelines

A complete collection of standardized and systematic symbols that communicate corporate concepts and culture.

## Visual Identity

The sum of all the visual elements used by a company to distinguish itself from its competitors. It is used to demonstrate corporate characteristics and build corporate image.

## Vision and Mission

The long-term pursuit of the company.

## Brand

A definable set of values uniquely associated by people with a particular product, service or company trademark.

## Brand Character

The characteristics of a brand can leave an impression in the minds of audience.

## Logo

A graphic device, which uniquely identifies an organization, company, brand or product. It can be a combination of logotype and a symbol.

## Secondary Graphic

A graphic element in the VI system that helps build and reinforce the corporate image.

## Corporate Color

It gives a straight-forward visual feeling. It is a method that directly helps audience understand the brand.

## Corporate Secondary Color

The proportion of secondary colors is smaller than that of corporate colors. They complement, support, and integrate with corporate color.

## Keyline

A line which defines the size and the position of a design element.

## Artwork

The basic materials for production.

## Leading

The space between lines of text, from baseline to baseline.

## Kerning

The space between individual letters or characters.

## Pantone Color

Internationally accepted color-scheme.

## Web Safe Color

Web safe color is a color set that can be displayed accurately by all web browsers.

## CMYK Color

CMYK color is the color modes used in four color printing. Using the principle of subtractive color model, by applying and superimposing ink on paper, full color image can be achieved.

## RGB Color

A color mode that full color spectrum can be obtained by adding up different amount of

red, green and blue. All screen display employs the RGB color model to display color.

## Application Design

A specific VI design, such as name cards, ads, leaflets, that are applicable to specific scenarios.

## Standard Layout Size

Standard paper sizes for office use and daily life, such A1 to A7 Size.

## Signage System

The signage system is visual oriented system. It includes signals, descriptions, instructions, warnings, etc. It is used in public spaces such as modern business premises, public facilities, urban transport, and communities.

## Reversed White

An object appears in white against a dark or black background.

## Grid System

A framework that allows organization of various elements in printing design.

## Co-branding

Two or more brands partner for short-term or long-term business activity.

## Margin

The distance between a design element to the edge.

## Bleed

The part of an image beyond the trimmed edge of a page.

## Horizontal Layout with Extreme Proportion

A layout whose width is considerably longer than its height.

## Vertical Layout with Extreme Proportion

A layout whose height is considerably longer than its width.

## Section

The divided functional areas in advertising layout.

## Proof

A test print provided by the printer to check accuracy, quality, color, etc. prior to actual printing.

## Legibility

The degree of clarity that can be recognized and read.

HUAWEI TECHNOLOGIES CO., LTD